FOR THE COIN-OP ENTERTAINMENT INDUSTRY

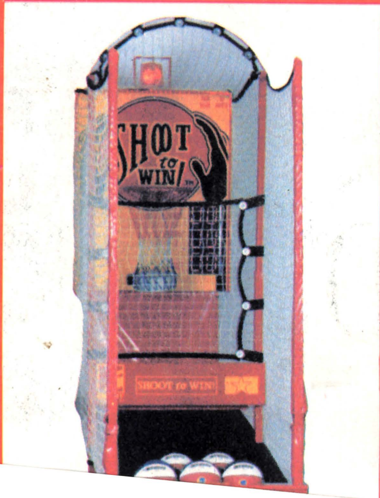
VOLUME 15, NO. 4

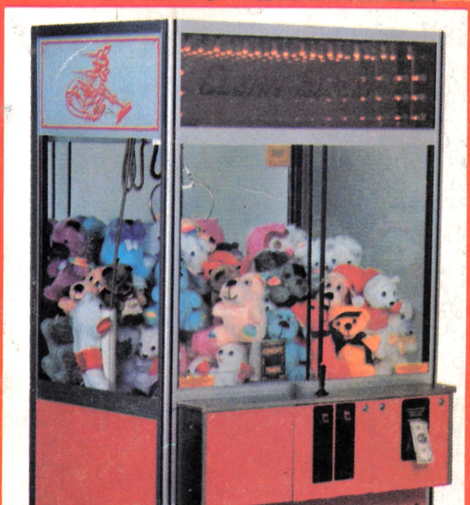
PLAY·METER

April 1989

The Smart Money

ACME Show Wrap-Up


SHOOT to WIN!
SHOOT to WIN!



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EQUIPMENT POLL BALLOT

At Play Meter, we listen to what our readers have to say. You wanted a better equipment poll, and here it is! We're sure you'll find it to be the best, most comprehensive poll in the industry.

Please rate the games on a scale of one to ten, with ten representing superior earnings. A space has been allowed under each manufacturer's name for a write-in entry. Additional space at the bottom accommodates any other equipment entries.

VIDEO

American Technos:

Double Dragon II	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Atari:

Assault	1	2	3	4	5	6	7	8	9	10
Championship Sprint	1	2	3	4	5	6	7	8	9	10
Cyberball	1	2	3	4	5	6	7	8	9	10
Final Lap	1	2	3	4	5	6	7	8	9	10
720 Degrees	1	2	3	4	5	6	7	8	9	10
Hard Drivin'	1	2	3	4	5	6	7	8	9	10
RoadBlasters	1	2	3	4	5	6	7	8	9	10
Super Sprint	1	2	3	4	5	6	7	8	9	10
Tetris	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Bally Midway:

Truxton	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Capcom:

Capcom Bowling	1	2	3	4	5	6	7	8	9	10
Ghouls 'N Ghosts	1	2	3	4	5	6	7	8	9	10
Strider	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Data East:

Apache 3	1	2	3	4	5	6	7	8	9	10
Bad Dudes	1	2	3	4	5	6	7	8	9	10
Cobra Command	1	2	3	4	5	6	7	8	9	10
Robo Cop	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Exidy:

Showdown	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Fabtek:

Cabal	1	2	3	4	5	6	7	8	9	10
Dynamite Duke	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Jaleco:

P-47	1	2	3	4	5	6	7	8	9	10
St. Dragon	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Konami:

Bottom of the 9th	1	2	3	4	5	6	7	8	9	10
Final Round	1	2	3	4	5	6	7	8	9	10
Thunder Cross	1	2	3	4	5	6	7	8	9	10
M.I.A.	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Leland:

Team Quarterback	1	2	3	4	5	6	7	8	9	10
Super Off Road	1	2	3	4	5	6	7	8	9	10
Quarterback	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Romstar:

Bubble Bobble	1	2	3	4	5	6	7	8	9	10
Bloody Wolf	1	2	3	4	5	6	7	8	9	10
Downtown	1	2	3	4	5	6	7	8	9	10
Ninja Warriors	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Sega:

AfterBurner	1	2	3	4	5	6	7	8	9	10
Altered Beast	1	2	3	4	5	6	7	8	9	10
Gain Ground	1	2	3	4	5	6	7	8	9	10
OutRun	1	2	3	4	5	6	7	8	9	10
Shinobi	1	2	3	4	5	6	7	8	9	10
Super Hang On	1	2	3	4	5	6	7	8	9	10
Turbo OutRun	1	2	3	4	5	6	7	8	9	10
Power Drift	1	2	3	4	5	6	7	8	9	10
Wrestle War	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

SNK:

Ikari III	1	2	3	4	5	6	7	8	9	10
Mechanized Attack	1	2	3	4	5	6	7	8	9	10
P.O.W.	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Sunsoft:

Bay Route	1	2	3	4	5	6	7	8	9	10
Tough Turf	1	2	3	4	5	6	7	8	9	10
VS. Platoon	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Taito:

Big Event Golf	1	2	3	4	5	6	7	8	9	10
Chase H.Q.	1	2	3	4	5	6	7	8	9	10
Double Dragon	1	2	3	4	5	6	7	8	9	10
Operation Thunderbolt	1	2	3	4	5	6	7	8	9	10
Operation Wolf	1	2	3	4	5	6	7	8	9	10
Rastan	1	2	3	4	5	6	7	8	9	10
Superman	1	2	3	4	5	6	7	8	9	10
Top Shooter	1	2	3	4	5	6	7	8	9	10
Twin Eagle	1	2	3	4	5	6	7	8	9	10
U.S. Classic	1	2	3	4	5	6	7	8	9	10
V'Ball	1	2	3	4	5	6	7	8	9	10
____	1	2	3	4	5	6	7	8	9	10

Tecmo:

Ninja Gaiden	1	2	3	4	5	6	7	8	9	10
Tecmo Bowl	1	2	3	4	5	6	7	8	9	10

continued on next page

Tecmo Knight 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Williams:
NARC 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

PINBALL

Bally:
Atlantis 1 2 3 4 5 6 7 8 9 10
Truck Stop 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Data East:
Time Machine 1 2 3 4 5 6 7 8 9 10
Laser War 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Gottlieb/Premier:
Bad Girls 1 2 3 4 5 6 7 8 9 10
Hot Shots 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Williams:
Banzai Run 1 2 3 4 5 6 7 8 9 10
Cyclone 1 2 3 4 5 6 7 8 9 10
High Speed 1 2 3 4 5 6 7 8 9 10
Jokerz! 1 2 3 4 5 6 7 8 9 10
Pinbot 1 2 3 4 5 6 7 8 9 10
Swords of Fury 1 2 3 4 5 6 7 8 9 10
Taxi 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Other:
Mfg: ________________
Game: ________________ 1 2 3 4 5 6 7 8 9 10
Mfg. ________________
Game: ________________ 1 2 3 4 5 6 7 8 9 10
Mfg: ________________
Game: ________________ 1 2 3 4 5 6 7 8 9 10

Thank you for participating in our new equipment poll. It has been designed to benefit operators and help in product selection. Only with your help can we continue to provide an accurate game rating system.

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NEWS BULLETIN

.......*Equipment Poll III, The Revenge* is what we would call it if it were a game. We're back on track with a carefully planned poll that will debut next month. Operators, look for your Official Ballot in this issue and return immediately! Rate your games on a scale of one to ten. Help us help you make informed buying choices.

.......Joe Robbins, president of Sunsoft Corp. of America and its subsidiary, Sunsoft, has resigned his position as of March 31. He will become personal consultant to Mr. Maeda, chairman of Sun Electronics of Japan. Yoshi Homma, Sun's vice president of finance, has been promoted to acting president effective April 1. No time frame has been set as to when a permanent president will be named. Robbins has been president for the past three years; he had assumed the post after selling Kitkorp to Sun Electronics of Japan. Robbins is founder of the Amusement Game Manufacturers Association and the Charitable Foundation.

.......British leisure field giant Corton Beach PLC is in the midst of negotiations to acquire New York distributor R.H. Belam Co. ''We have an agreement in principle; Corton Beach has made us an attractive offer, and we're considering it,'' said Belam President Marc Haim. ''I'm looking at a late spring/early summer time frame if a favorable agreement is worked out.'' Corton Beach, which is headed by Mike Keen, recently purchased the Dutch parts and supplies company Suzo Trading. Suzo will be integrated into Corton Beach's expanding leisure division under the umbrella of Deith Leisure. (Deith Leisure is headed by Bob Deith; his son, Simon, returned to Belam as vice president in charge of domestic operations after a stint at Betson Enterprises.)

.......On March 3, Atari Games and its wholly-owned subsidiary, Tengen, were granted a preliminary injunction which prohibits both Nintendo Co. Ltd. and Nintendo America from suing retailers who carry Tengen products for infringement of Nintendo's patent. This latest development in the lawsuit between the video game giants prevents Nintendo from filing suit against Tengen retailers until patent infringement disputes between the companies are formally resolved.

.......Williams Electronics has started a promotional program in conjunction with its hit video, *NARC*. For every *NARC* that operators purchase from their local authorized distributor before May 10, they'll find a special $100 ''bonus buck'' affixed to the game screen. It can be ''cashed in'' anytime before June 30 and applies to the purchase of any new Williams pins, shuffle alleys or videos from a local authorized Williams dealer. ''We've created bonus bucks with maximum flexibility in mind for each and every operator,'' said Marty Glazman, Williams vice president of marketing and sales. ''They can use the bonus bucks they receive on the purchase of a new *NARC* video game, one at a time, or accumulate their certificates for even greater future savings on any new Williams equipment.'' For more information on this program, contact your local authorized Williams distributor or Williams itself at (312) 267-2240.

.......Wico Distributing has appointed James Industries to be its exclusive agent to the OEM (original equipment manufacturers) market. Wico, however, will continue to sell parts and supplies to operators and distributors through its own sales force.

.......SNK's *Ikari III: The Rescue* has been made available as a conversion kit, giving operators an alternative to the game's original dedicated upright release.

.......Here's a follow-up with a happy ending: In our February ''State Update,'' we reported that the city council in Saskatoon, Saskatchewan, Canada was nearing a vote on whether to allow video/pinball in small, neighborhood stores. On Feb. 27, the council voted 6-3 to allow two machines per store in B-1 and B-2 residential zones, i.e., residential and commercial areas. Previously, video games and pinball machines were not allowed; part of the reason was the feared influence on children. That sentiment was not entirely quelled by the favorable vote, however. ''Why do we allow businesses to be run off the backs of children,'' said dissenting Alderman Marshall Hawthorne. ''Kids are going to spend money on video machines instead of lunch.'' But local operator Devron Gibbon of Microvision Entertainment disagreed. ''Not one person showed up at a public hearing (held before the vote) to protest the machines,'' he said. ''This shows that video and pinball are a fact of life here. They've been accepted.

.......Kane Distributing, which had offices in Louisiana, Mississippi, and Florida, has filed for bankruptcy as of January. ''One of my problems was I trusted everybody,'' said President Marissa Kane. ''My husband (George Kane Sr.) is ill; I'll be devoting my full attention to taking care of him.''

.......SunBelt Amusement and Vending in Dallas has acquired ''the assets of the distributing house of State Music Distributors,'' also based in Dallas, according to SunBelt President Dave Patterson. The deal was consummated on Feb. 15. The assets include inventory and accounts receivable; SunBelt picked up no new equipment lines. Though State Music no longer exists, the Susman family does still own their route (Advanced Music). Patterson brought over two long-time employees of State Music: general manager Mike Wilkinson and office manager Ann Adams. Their titles at SunBelt are sales manager for amusement games and sales coordinator, respectively. ''We purchased State Music with the idea of offering our customers better service in this time of growth, as well as to consolidate our staffing,'' Patterson said. ''Mike and Ann are two very important additions to our company.''

.......Intermark Amusements has entered into an understanding with Walnut Leasing Co. Inc. of Bala Cynwyd, Penn., whereby the latter will handle all lease agreements for Intermark through its distributors. Intermark President Kim Cook says this will help operators improve their cash flow and make it easier to have immediate use of new equipment.

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PLAY METER, April, 1989. Volume 15, No. 4. Copyright 1989 by Skybird Publishing Company. **PLAY METER** (ISSN 0162-1343) (USPS 358-350) is published once monthly on the 1st of the month. Publishing office: 6600 Fleur De Lis, New Orleans, LA 70124; **MAILING ADDRESS** P.O. Box 24970, New Orleans, LA 70184, U.S.A.; phone: 504/488-7003; FAX 504-488-7083. For Subscriptions: 504/488-7003. Subscription rates: U.S. and Canada—$50. Advertising rates are available on request. **NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION.** The editors are not responsible for unsolicited manuscripts. **PLAY METER** buys **ALL RIGHTS**, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. **POSTMASTER** Send Form 3579 to PLAY METER, P.O. Box 24970, New Orleans, LA 70184.

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PLAY·METER

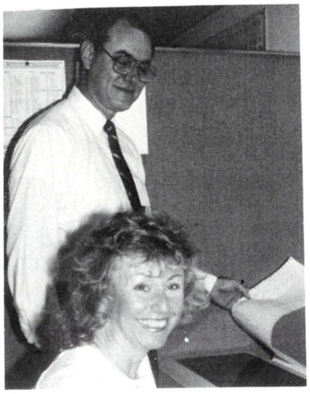
MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 15, NO. 4 CONTENTS APRIL, 1989

FEATURES

ACME Special Section 30

A total of 4,633 attendees made it to the American Coin Machine Exposition (ACME), held this February in Reno, Nev. Far and away the hit of the show in terms of video, Leland's *Super Off Road*, was joined by a string of other new videos, pins, redemption equipment, basketball and golf games. Seminars drew big crowds, especially in the business and technical end. See all in photos and copy in this special section.



Computerized Route Management 96

It's the big boogaboo for the over-30 crowd: having a computer come live and work with you. This article will convince you, if you don't already know, that route management systems can be a great boon to operators.

Tracking a day in the life of a routeman 104

You've lived it and now we have too. An average day in the life of two routemen is chronicled from start to finish as they take the grief from locations and the smiles too. In this case, the smiles come from the first week's collection at a new CD jukebox.

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Cover: Gordon and Jeff Smart have an enviable task, scooping up all that money from the cashbox of their popular basketball game, *Shoot to Win! II*. Available in single or double hoop, the game joins the Smart lineup that includes *Clean Sweep* cranes and *Diamond Mine* rotaries.

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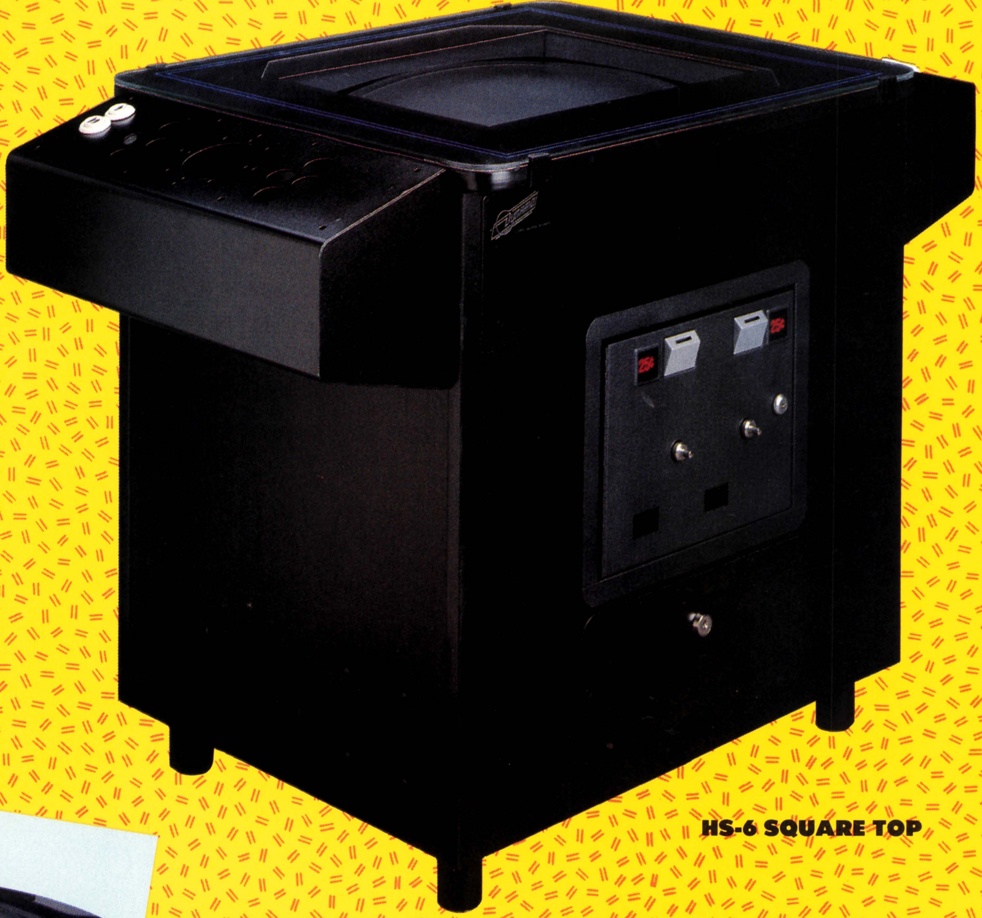
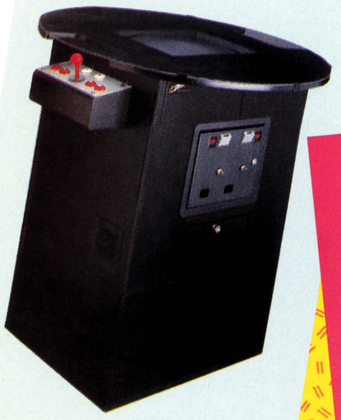


HS-6 SQUARE TOP



HS-6 ROUND TOP WITH PEDESTAL

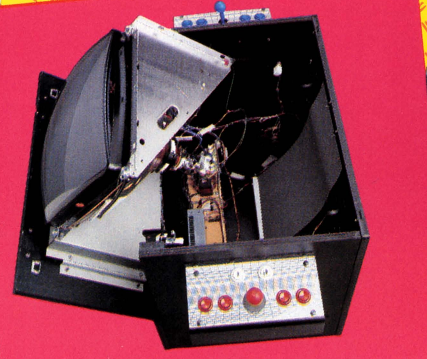
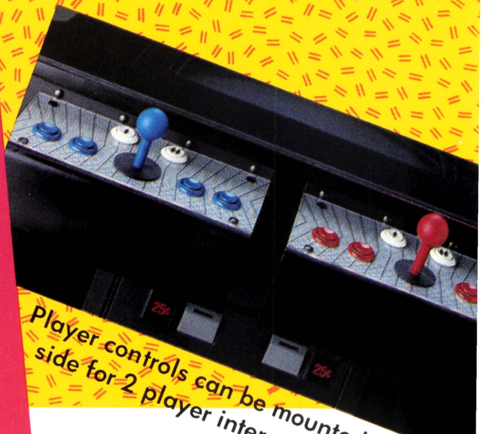


Table top swings out and monitor flips up for easy maintenance.



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FROM THE EDITOR

Isn't our industry more than video?

Frankly, I know that this editorial should be about the ACME and I have every intention of it covering that subject. But there are some other things I would like to say first.

I got quite a few comments on my last editorial, ranging from those who love the movie ''Somewhere in Time,'' to distributors who called to tell me just why they buy certain...uh...less-than-desirable games from manufacturers. And just why do they? Because some manufacturers have a way of threatening distributors with loss of lines. ''We distributors value our lines and can't afford to tell a manufacturer to take his games and put them where the sun don't shine,'' offered one rather disgruntled distributor, who, for obvious reasons, didn't want his name used.

Another went a little further, but I couldn't possibly print what he said. The distributors are being scrunched in the middle of the classic rock and a hard place. Do manufacturers really feel that if they produce a bad game their distributors owe it to them to take part of the burden? Distributors sure don't have the luxury of forcing operators to share the financial burden of a bad game.

There are those manufacturers who truly believe a distributor/manufacturer relationship is a partnership, and those who do deserve the highest praise. The distributors who bitterly related horror stories about certain manufacturers were quick to mention some that have earned their loyalty. I don't have to mention them here because they know who they are. Better yet, the distributors know who they are. Companies that have the attitude that once a game is sold—it's sold, will lose in the end. Loyalty goes two ways.

Back to the show. There were a couple of outstanding video games but most were about what was expected. Operators inspected other types of equipment a little closer, trying to find ways to increase revenues. Jukeboxes proved they haven't lost their appeal; there were some outstanding offerings from jukebox manufacturers. I'm excited about a new *American* manufacturer soon to be announced—Yankee Games (isn't that a great name!). Ed Pellegrini of Atlas Distributing and Incredible Technologies (who gave you *Capcom Bowling*) have formed the joint venture and will be introducing their first game, *Grudge Match*. It looks pretty good! Isn't it thought-provoking that Leland, Atari, and even Exidy, had top-rated games at the show and were the result of American research and development! And now, there will be another American company offering the industry product. Looks like the Americans are in there working.

But...the talk at the show seemed to focus on home video games, or Nintendo as home video games are better known. Operators seemed to vent their frustrations on Nintendo, forgetting that just about every other company is feverishly pumping out software to support the systems. I have one question for all of you operators who have labeled Nintendo a traitor to coin-op. Have you ever lost money on a Nintendo game? Think way back to *Mario Brothers* and *Donkey Kong*, then to the original VS. system. Now think about some of the other companies scattered around the exhibit hall.

I refuse to get into a lengthy discussion on home video games, but I'd like to point out that Nintendo has continued to support its coin-op division with a library of titles for its *PlayChoice-10* and conversions operators have asked for. It seems you have given up on them long before they are ready to give up on you. I'm sort of tired of hearing complaints about Nintendo screwing up the industry. This is not *the video game* industry. It's the coin-op entertainment industry. When we start saying that one company is destroying our industry, we better start assessing just what our industry really is all about. ☐

Valerie Cognevich

Valerie Cognevich
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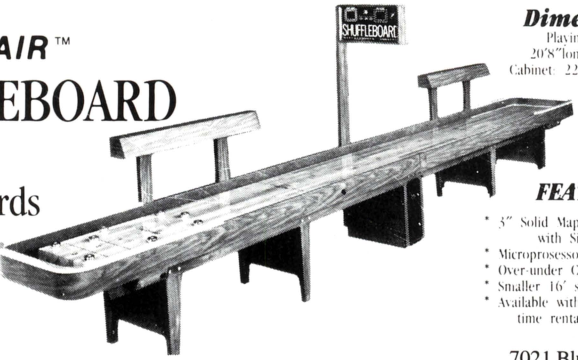

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The Power to Perform: Sometimes Slow and Steady Wins The Race

It's the yardstick of successes. The measure of player appeal. The index of game obsolescenes. It's what the bottom-line is all about — game earnings.

For most dedicated video games, the profit cycle takes on a familiar pattern. A sustained period of high activity and eye-popping earnings is followed by a gradual downturn with rarely a chance at recovery. The game has run its course, done its job and is waiting for new life elsewhere, most likely in the form of the latest conversion kit. But at what real cost to the operator?

While the freshness and appeal of dedicated games will never be replaced, their role in an operator's overall profit picture can be augmented with games that go the distance. Games that earn steadily over the long haul without peaks and valleys in performances.

At Barberio Music Company, operator Ernie Barberio is using a system that works with rather than against the changing nature of player interests and game appeal with the Nintendo® PlayChoice-10.®

As part of the equipment mix offered at the company's twenty-five locations in the greater San Antonio area, PlayChoice™ units are providing consistent weekly collections averaging $95.

While that figure won't turn many heads, it is important for its reliability and long-term profitability. Factors that can have a major impact on overall return on investment.

''Our PlayChoice™ units are up against a lot of other competitive forces in a location,'' Barberio said. ''But, they have consistently held their own very well.''

Earnings for the long haul with PlayChoice-10® are part of Ernie Barberio's business philosophy.

Part of that success story is attributable to Barberio's ability to stay in touch with the game play activity on the system. Games are rotated and updated every four to five months, earlier if the need is indicated, to keep collections consistent.

''We've also targeted PlayChoice™ as the best choice in locations where the amount of rentable floor space is limited as in the military clubs we services. It's simply in our best interests to go in with the best machines possible and that includes a PlayChoice-10®,'' Barberio added.

For Barberio and other operators committed to the PlayChoice™ System's long-term earnings power, sometimes slow and steady wins the race for profitability after all.

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LETTERS

Positive feedback

I thought I would drop a short note to say thanks for the upbeat article regarding ShowBiz. (Play Meter January 1989).

In today's world, you do not find many people willing to dedicate themselves to an all-positive article. I thoroughly enjoy the entire magazine and the different span of subjects covered.

Keep up the great work in 1989.

Gene Cramm
ShowBiz Pizza Time Inc.

Education gets top priority

It was a great pleasure having the opportunity to attend the recent AMOA educational seminar at the Hyatt Regency in Los Angeles.

Both my service technician and myself feel the information we received will be beneficial to our company. We have set aside one hour every Wednesday morning to share techniques and ideas we picked up at the seminars with other personnel. I have already seen a positive effect in our business. I feel it is essential for us to share ideas and information with other operators.

On behalf of the staff and personnel at Albright Vending Service, thanks for a very worthwhile class and for sharing your Tricks of the Trade with operators all over the country. It was a pleasure attending.

Alan Kendrick
Albright Vending Service

[Editor's Note: This letter was sent to our own Frank ''The Crank'' Seninsky at Alpha Omega Amusements and Sales. Frank has always strongly endorsed AMOA's educational programs and been an active participant over the years. It's heartening to hear of the good results.]

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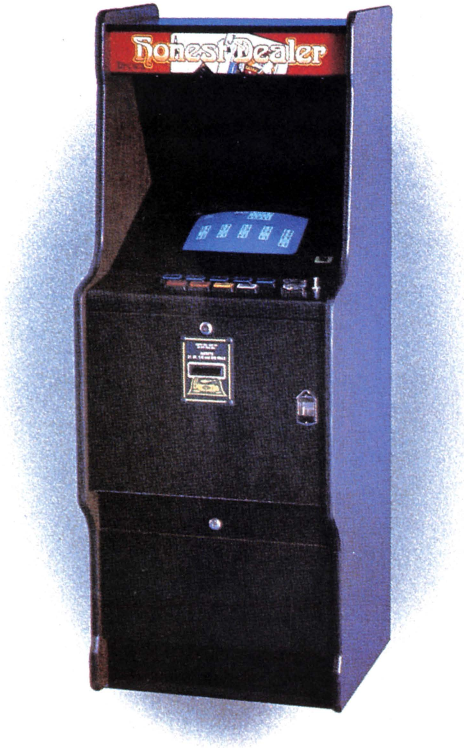
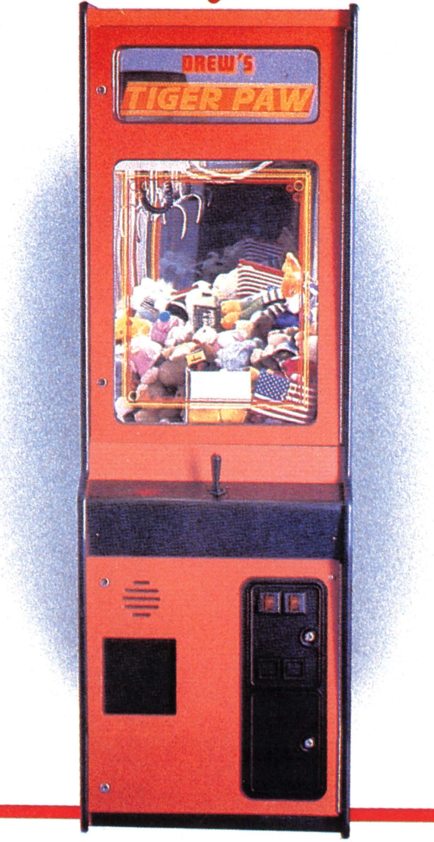
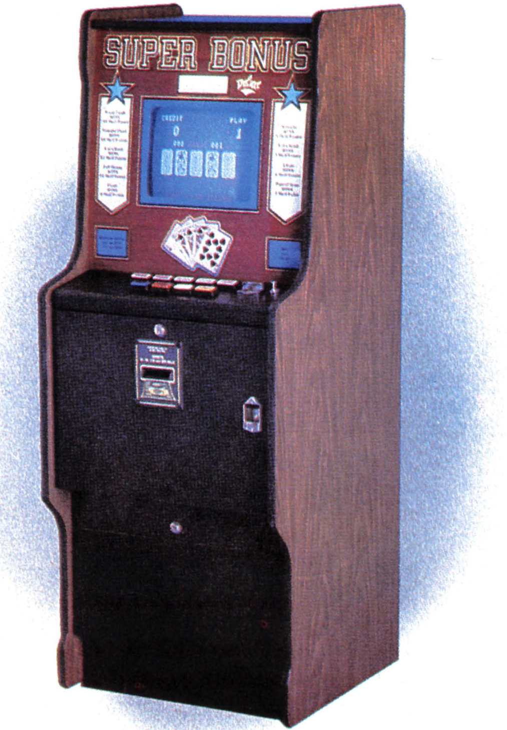


Tiger Paw



Super Bonus Deluxe



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Please, not more of the same

You know it's Mardi Gras Day in New Orleans when you see a man clad entirely in Spanish moss and think nothing of it. There's always a "moss man." Each block you travel reveals another costume and a wearer who opted to be someone other than himself for the day. Imagination runs high on this occasion. Consider the family that dressed as blue Port-O-Lets, accompanied by a walking bottle of Lysol disinfectant. The group billed themselves as the "Terlet Brigade." There was a family of unicorns, a dainty(?) lady gorilla, a diminutive Charlie Chaplin, Mr. and Mrs. Peanut, and a pair of men dressed as shower stalls (complete with shower curtains and faucets). One thing is for certain: you won't see a lot of the same costumes.

Unfortunately, in the world of coin-op we do see a lot of the same themes in video games. For a change I would like to see a game that encourages players to do more than annihilate everything in sight. I've witnessed my sons casually stepping up to a war-theme game and steadily eliminating every moving thing that crosses the screen. "Oops!" is all they can say when obliterating the medics instead of the enemy. It's make-believe, yes, but the war themes have been done to death.

I was distressed to read the lineup of games slated for a "first see" in Reno at ACME '89. More bodily harm being inflicted. Readers may recall my editorial of December 1987, "Tracing the violence factor." Then, as now, I consider these themes a reflection of what is happening in the world around us and the result of popular movies depicting heroes invading enemy strongholds to free prisoners or hostages. Enough is enough already. More of the same just won't cut it.

The success of games such as *Arkanoid* illustrate the ability to capture the imagination of the audience without bodies falling right and left. A much broader audience can appreciate games that challenge the imagination, ingenuity, and skill of the players as they manipulate screen images in a non-threatening manner. One of my favorite games, in addition to *Arkanoid*, has been *Toobin'*. It's just a fun game. I always play it when I see it. Women like this game. It always evokes a smile. This is one I can enjoy *with* my children.

It's not that I'm against "shoot 'em ups." It's just that we need a break from them now. Soon we won't need different marquees to distinguish the games; they can all be done in camouflage colors. Operators need to be able to choose from more than well-executed but expensive driving games, finely-detailed but expensive "shoot 'em ups," and exhilarating but expensive flight simulators. Can't there be a reasonably-priced game that appeals to a general audience?

Remember the impact of that venerable little rotund yellow fellow, *Pac Man*? It was a game that almost didn't make it to the marketplace because it was considered too simple and childish. Yet there has never been a run to match that of *Pac Man*.

Here are some thoughts for game designers. How about a game called Family Vacation? The object of the game is to reach your final destination with all the family members still talking to each other.

The family mini-van can traverse roads under construction, deal with missed reservations at the El Cheapo Motel, and break the family bank account with high-priced admissions to roadside attractions. Here's another one: Payroll Panic. This game details the plight of the small businessman, who must try to cover his overhead with less and less income. It is a one player game; he's out there alone. No buy-in or game continuation feature, unless distant and sickly Uncle Eustis decides to add the player to his will. The object of this game is to make the company payroll on the 1st and 15th of the month and still have enough money left over to buy a loaf of bread.

These are just thoughts, mind you. There must be an imaginative mind at work ready to break the circle we're traveling at present. I've seen all the "moss men" I care to see.

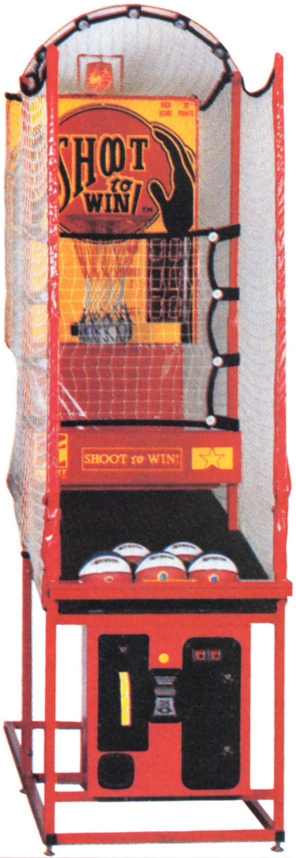
Bonnie Theard

Bonnie Theard
Managing Editor

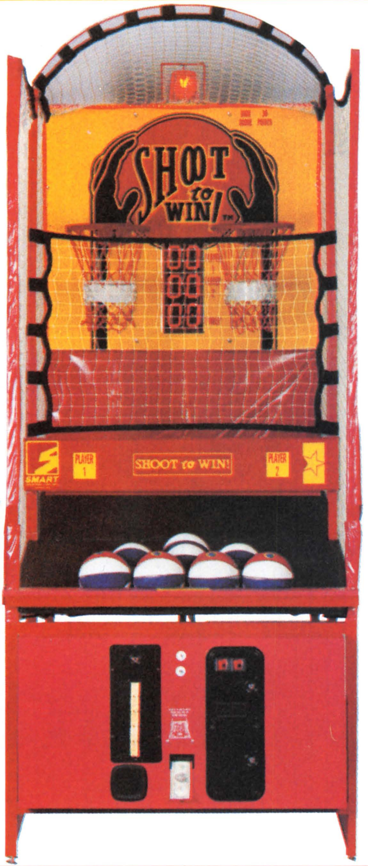
The Smart Money

SHOOT TO WIN II

1 HOOP


SHOOT to WIN!
SHOOT to WIN!

2 HOOP


SHOOT to WIN!
PLAYER 1
SHOOT to WIN!
PLAYER 2
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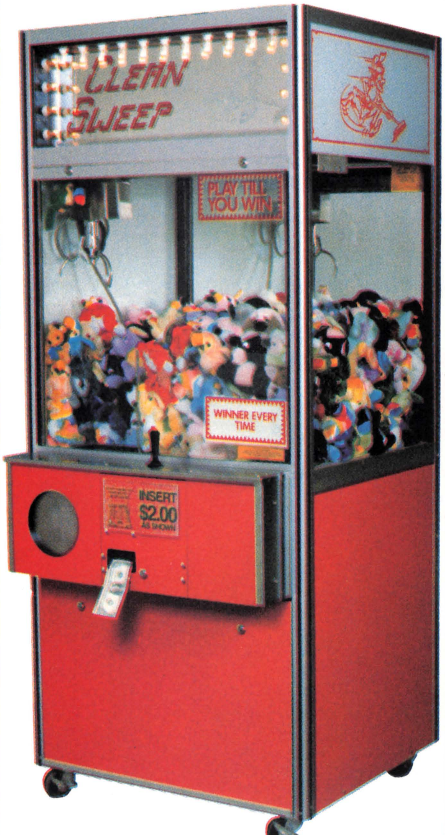
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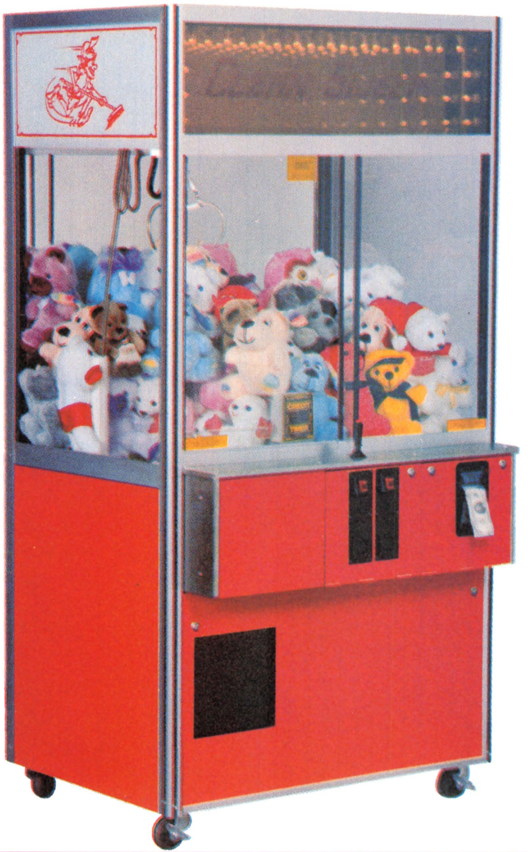
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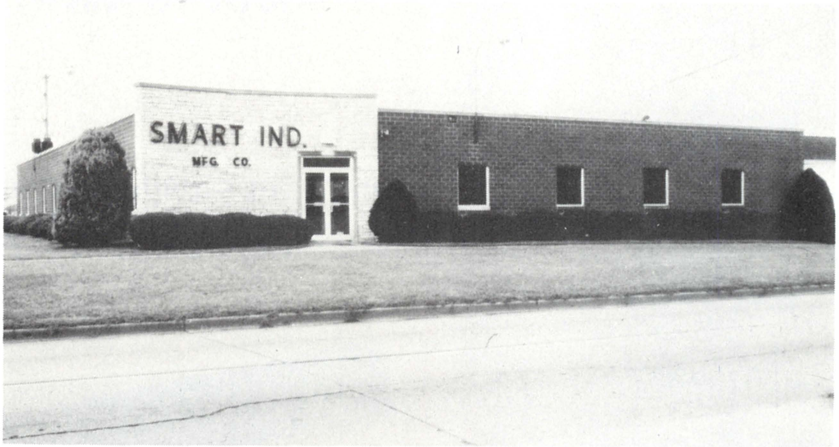


Smart Industries' 50,500 square foot complex in Des Moines, Iowa.

Their motto reads: ''The Smart Money.'' The company? Who else but Smart Industries of Des Moine, Iowa, currently based in a 50,500 square foot complex with an additional 20,000 square foot warehouse.

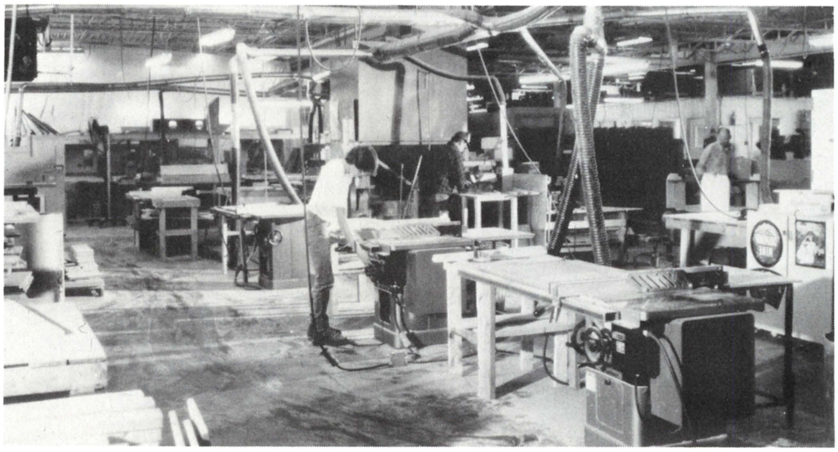
Established in 1963 by Gordon and Lavonne Smart, Smart Industries began as a street route that included pinball and video games, as well as jukeboxes and pool tables. The company also owned and managed a 200-piece traveling arcade which appeared at major state fairs on the carnival circuit. In addition, Smart managed permanent arcades in amusement parks throughout the Midwest.

In 1985, Smart Industries started in the manufacturing business with its *Bear Claw Crane*, launched at the Florida Amusement and Vending Association show. After the success of the *Bear Claw Crane*, the company developed and manufactured the *Clean Sweep Crane, Diamond Mine* rotary, and the *Shoot-to-Win II* basketball games. Smart has a network of distributors located throughout the United States and abroad.

Smart Industries has grown from three employees to over 300, and has remained a family-owned and operated manufacturing company with Gordon Smart as president, Lavonne as Treasurer, and their son, Jeff, as vice president.

Gordon Smart said he attributes the success of the company to quality product and hard-working people.

Smart's goal is to place its products in every major city nationally and internationally. Gordon and Jeff can be found at



The woodshop at Smart Industries.

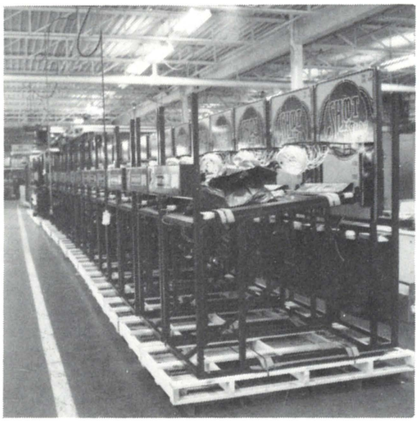
every major trade show, most recently ACME in Reno. The Smarts firmly believe that bringing their products to distributors and operators through trade shows is the most effective way of introducing their products to the industry.

Along with owning and operating a growing company, Gordon and Jeff also handle market analysis. Their research into the industry is extensive, not only what products are being offered from one year to the next or which theme is popular, but what "game play" operators are looking for. Through this research, Smart has developed a line of products popular with the industry and players who challenge these machines.

After thorough market research, the "idea" is handed over to the research and development department, headed by Bob Brazelton II. With the help of his father, Bob Brazelton Sr., prototype supervisor, and Alan Gray, technical draftsman, a design is soon in the works. Bob Brazelton II said, "When we design and produce a machine, we take it from an operator's point of view with accessibility to the service areas, and the customer's point of view with an attractive machine."

Smart's goal is to place its products in every major city nationally and internationally.

The designers and engineers take a realistic approach to construction and operation of each machine. For instance, great efforts have been made in design, such as solid steel construction, to help minimize damage caused by vandalism. Before leaving the plant, each machine is tested for durability under usage with a "24-hour burn-in." During this test, the machines are run continuously for 24 hours and are checked and rechecked by a team of service technicians. Richard Martin, foreman of the electronics service department, oversees all testing of working components, checking for any problems that may arise during normal operation.



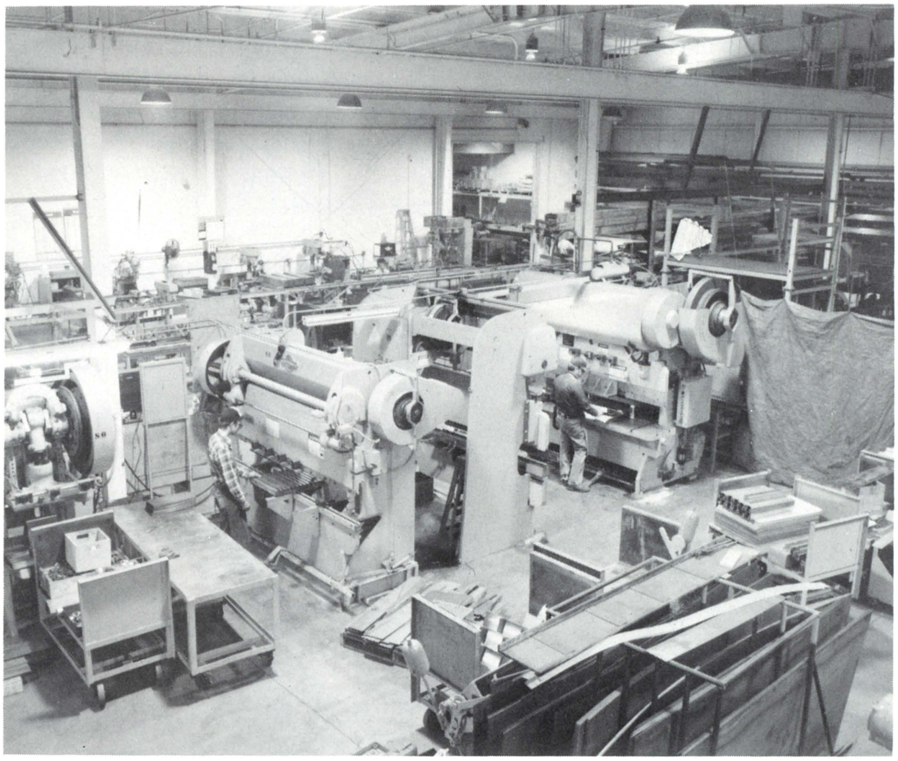
***Shoot to Win!* assembly line.**

An operator recently reported that his *Shoot-To-Win II* basketball game ran 120,000 consecutive plays without any down-time. "I don't think there are many other companies that can brag about products as service-free and dependable as ours," said Jeff Smart.

Smart Industries takes great pride in its parts and service department. The service department has gained a reputation with distributors and operators for its promptness in responding. Many times, the service department can "troubleshoot" problems over the phone. If not, in most cases, replacement parts are sent the same day.

Their research into the industry is extensive.

Smart Industries has prospered over the years because of a dedication to the industry, determination to create quality products, and a genuine interest in its customers. With 25 years under their belts, the Smarts still view it as only the beginning. "Look for Smart to hit the industry in the near future with innovative ideas that will revolutionize the coin-operated machine business," said Gordon Smart. ☐



Sheetmetal machine shop and welding facilities.

Berne Act passes Congress

The Berne Convention Implementation Act, having passed both houses of Congress and signed by former president Ronald Reagan in December, clears the way for negotiations on the jukebox licensing system between jukebox operators and the performing rights societies. These negotiations should begin in the next few months.

The Amusement and Music Operators Association (AMOA) has maintained that the system is unfair to jukebox operators, pointing to the financial strain often brought about by the annual license fee of $63 per year per jukebox. Passage of the Act does the following:

- It requires the AMOA and the copyright societies to begin negotiations on a voluntary license for the performance of jukebox music.
- It preserves the existing compulsory license as a "fall back" in case the negotiations do not produce an agreement. If an agreement is not reached, the copyright societies will be able to petition the Copyright Tribunal to set a new rate in 1990—just as under existing legislation.

The passage of the Berne Convention itself standardizes international copyright treatment of literary, musical and other artistic works performed in a country other than the one where they were created.

The United States is only one of a few countries that has not been a member of the Berne Convention.

State associations unite in Northeast

A cooperative effort has been forged between the New York State Coin Machine Association (NYSCMA), AMOA-New York City, AMOA-New Jersey, and the Pennsylvania Amusement and Music Machine Association (PAMMA). The result is the Northeast Regional Amusement Machine Convention and Trade Show, to be held at the Stevensville Country Club in Swan Lake, New York, on May 19-21.

Organizers say that bringing the show to a more centralized area will enhance attendance. This year it is projected at approximately 350 people. Booth space will be allotted on a first-come, first-served basis, the number of booths reserved, and receipt of the total per-booth early registration fee.

The cost of an eight-foot by 10-foot booth will remain the same as in previous years—$400. A deposit of $200 per booth will be required with the contract.

For more information on this upcoming show, contact the New York Coin Machine Association at 427 Kenwood Ave., Delmar, NY 12054; (518)439-0981.

Data East hires Cebula, Bagnola

Ed Cebula, formerly of Chicago Coin and Sharp Shooter, has joined Data East Pinball as director of mechanical engineering. Also, Sarah Bagnola has become Data East's lead lab technician.

"We are very glad to have Ed and Sarah in engineering," said Gary Stern, Data East general manager. "You can already see the quality improvements on our current hit game, *Time Machine*, which Ed and Joe Kaminkow designed. I look for great things out of engineering to make our product very reliable and service free with Ed there."

Data East has also added Jerry Armstrong as game designer. His previous stints include Williams Electronics and Bally Pinball. "We are very pleased to have another quality designer join our engineering group," said Joe Kaminkow, director of design. "Jerry brings with him quite a lot of experience; he has a great deal of game ideas that you will see in the future."

In other news concerning Data East, the company has released a new, improved XR-7 flipper link. It's made of tough H.S. XR-7 plastic and guaranteed to outlast and outperform the previous XR-6 plastic, according to Data East officials. The new link is being installed in *Time Machine* and is identifiable by its S.P. green color.

Maniscalco joins Fabtek team

Drew Maniscalco has been named director of sales by Fabtek President Frank Ballouz. He comes to Fabtek after "two wonderful years at Nintendo."

Said Maniscalco: "My new position will give me more exposure in the industry, along with more involvement in the marketing and development of Fabtek products. Also, it's great to be working with Frank again." Frank Ballouz was Nintendo's vice president of marketing before resigning to form his own company. Fabtek's latest game, *Cabal*, has been highly successful.

ABTEK
FABTEK
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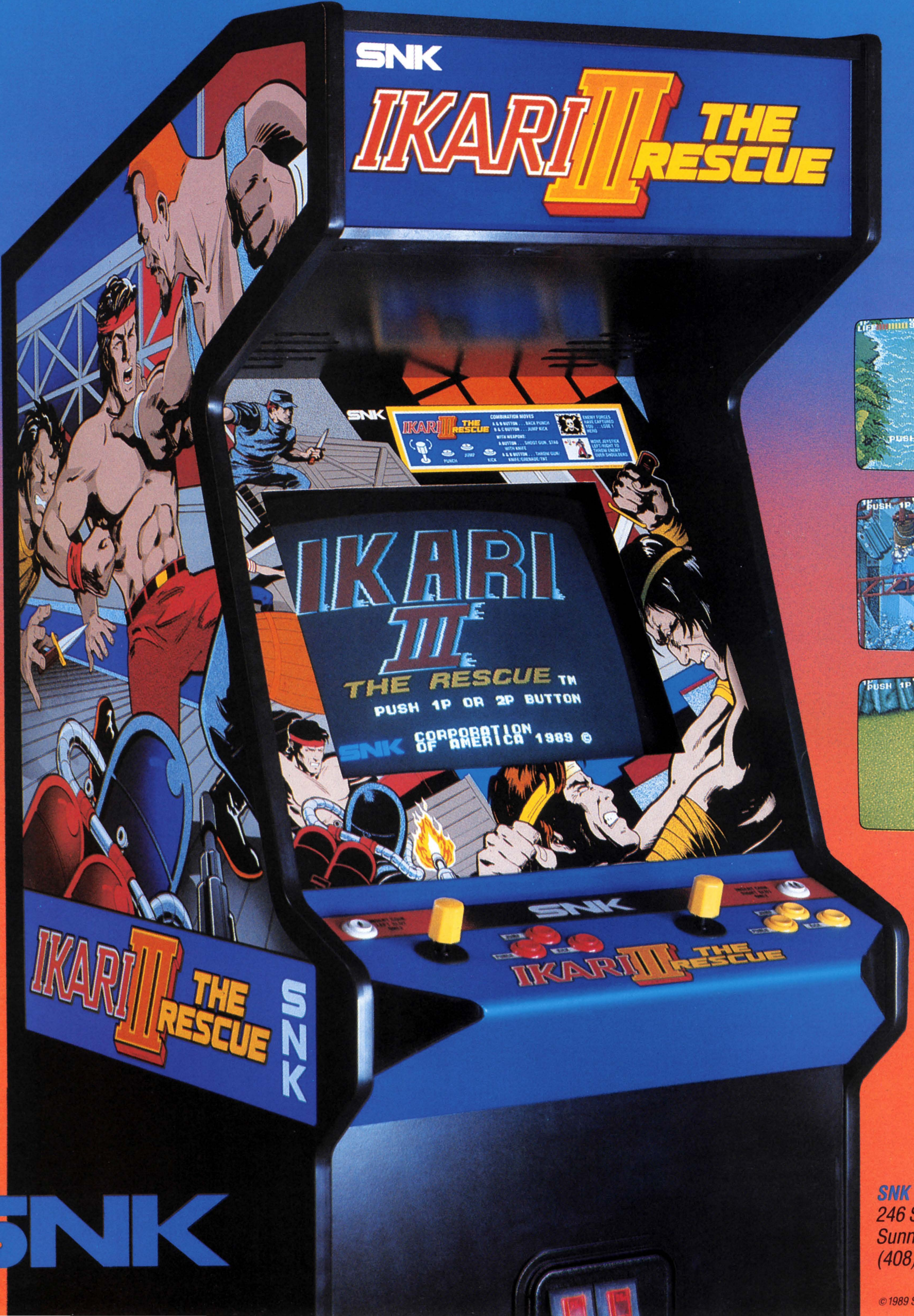
LAYFAIR SHUFFLEBO

Drew Maniscalco (l) with Fabtek President Frank Ballouz.

THE LEGEND CONTINUES.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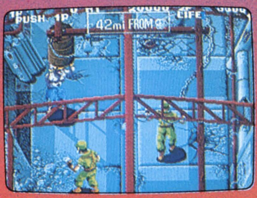
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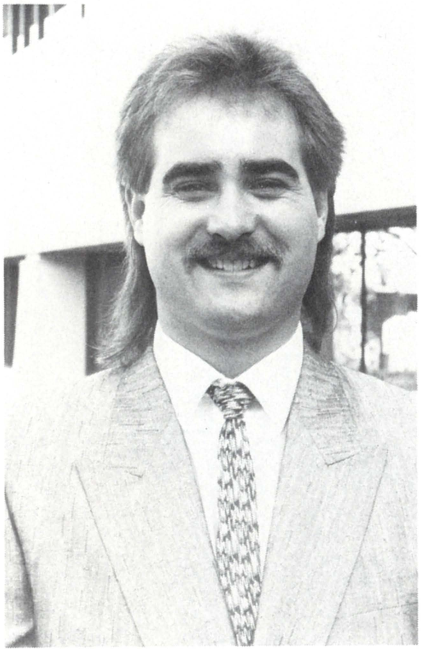
GAC adds theater chain, promotes Harrington

General Amusement Corp., one of the nation's largest operators of theater-based video games, has reached an agreement to be the exclusive game operator for M&R/Loews Theatres. The first games have been installed in M&R/Loews locations throughout suburban Chicago, including the new Webster eight-plex on the near northside.

M&R/Loews has 15 theatres in northern Illinois, with a total of 74 screens. GAC, which owns the games, will provide all service and maintenance for M&R/Loews' games. Among the games to be installed are *Double Dragon II*, *Chase H.Q.*, and *Robocop*.

The addition of M&R/Loews to GAC's client list brings the number of GAC locations to more than 435. It now has over 3,000 games in 29 states across the United States.

Also, GAC announced that it has promoted Jed Harrington to special projects manager. He will be responsible for supervising all of GAC's service contractors and meeting with GAC's service contractors. Harrington joined the company in 1985 as a service representative.



Jed Harrington

Gem Music sponsors jukebox promotion

Gem Music Co. of Dayton, Ohio, expects to generate jukebox interest and play with a jukebox promotion that started March 13. Local radio station WING has joined with Gem in the promotion, which will culminate in the presentation of a grand prize—a new *RoweStar* jukebox.

Jim Hayes of Gem Music explained the promotion. Gem has installed registration boxes at its 160 jukebox locations in and around the Dayton area. Customers have ample time to place their names in the boxes over a six-week period. All entries will be collected on April 23.

WING radio makes 10 announcements per day during the promotion, mentioning three of Gem's locations in each spot. When the promotion ends, the radio station will announce names of randomly-selected entrants on the air. When a customer hears his name and calls the station he receives a number. The first 100 respondents will get a number and a chance to play a tune on the *RoweStar* to be given away.

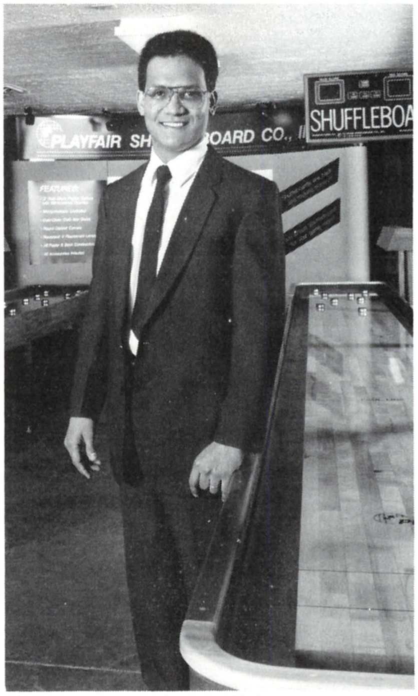
Gem plans a party for the big giveaway. The jukebox will be stocked with "oldies but goodies" that are part of the prize package. The suspense will build as entrants take a turn playing a tune on the jukebox. One mystery record, the song "Happy Birthday," will be the winning song.

The promotion is bound to be a success, bringing in more business to Gem's locations and more listeners to WING radio, a "golden oldies" station. The biggest winner of all will be the lucky entrant to walk away with his own *RoweStar*.

Merit Industries launches newsletter

"Merit Round Up!" is the name of Merit Industries' new bi-monthly newsletter, which is published for the benefit of operators and distributors across the country. Their first issue was January/February.

The newsletter features new products and updates, answers to service questions and problems, promotional and tournament guidance, company profiles, and a general overview of what's current at Merit Industries. Call (800) 523-2760 or (215) 639-4700 for more information.



Federico Alleje

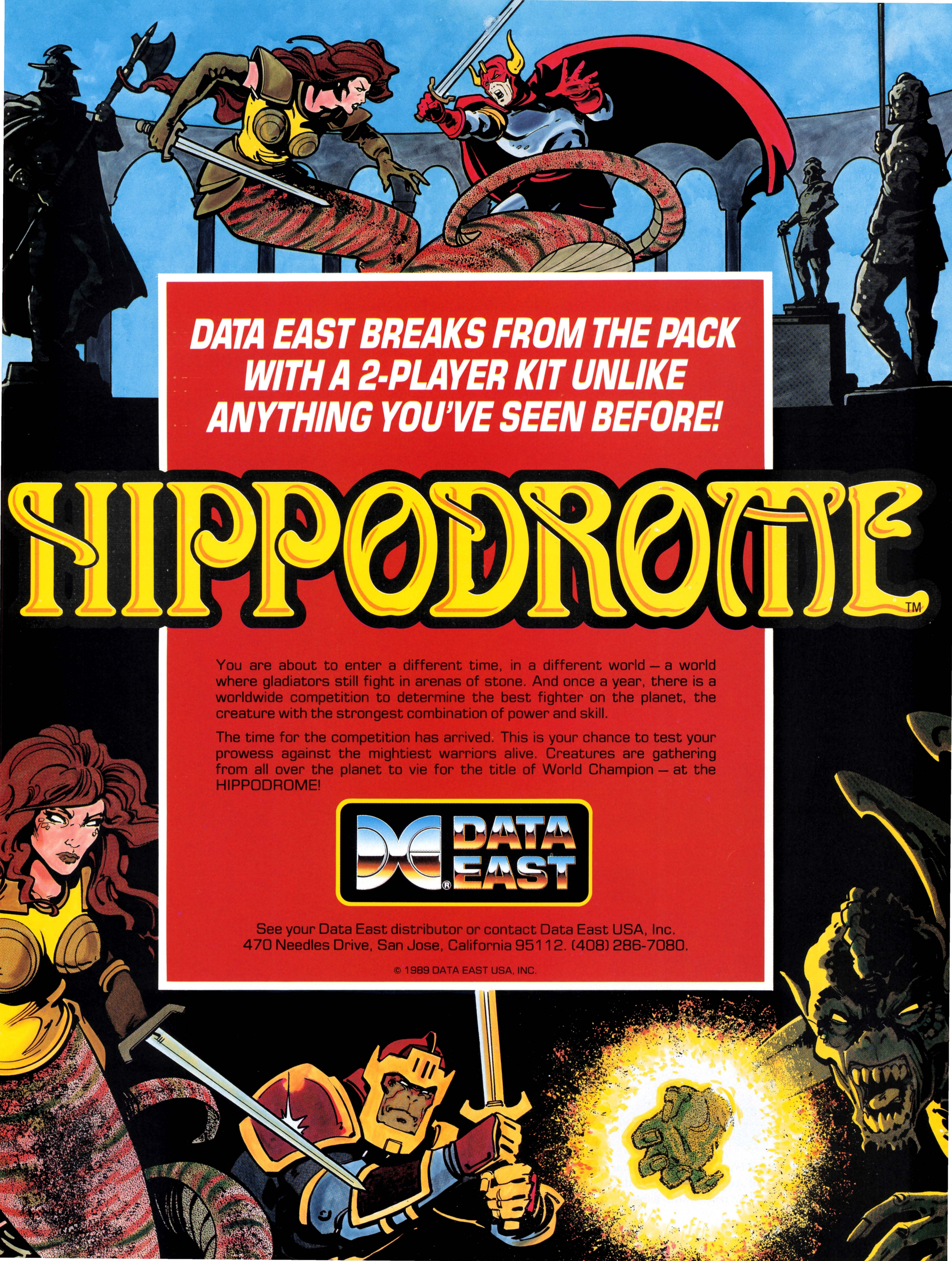
Alleje gets Playfair post

Federico Alleje has been promoted to vice president of operations at Playfair Shuffleboard. Alleje, who's been with the company since 1986, had previously held the title of sales manager.

Playfair Shuffleboard Co. is a manufacturer of coin-op shuffleboards based in Fort Wayne, Ind. The company has built a solid reputation with its shuffleboard line that features a three-inch solid maple playing surface on all games.

Cigarette vending committee formed

A recent meeting of the Cigarette Vendors Information Center (CVIC) has led to the creation of a cigarette vendors committee, which will deal with the problems confronting operators of cigarette vending machines.



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The group is serving as a coordinating center to receive information about proposed unfair cigarette vending legislation. It will also provide operators with assistance in combating the problem. Among those named to the committee were Wally Bohrer, Jack Kerner, Mel Grossberg and Sharon Harris.

CVIC is urging operators to become involved politically in order to influence legislators. It plans to work with and for NAMA, AMOA, the Tobacco Institute, and state and local vending and amusement machine organizations. Call (407) 750-9146 for more information about the group, or write CVIC, 1 West Camino Real, Boca Raton, FL. 33432; Attn: Claire West.

Teens create the ''ultimate video''

The names *Lockarm, Anatomic Commando*, and *A.C.E.S.* may not be familiar to video game aficionados yet, but a group of teens are already laying the groundwork for game design careers in the future.

Ten finalists gathered in Washington, D.C., on Feb. 8 to see who'd be declared the winner in the ''Invent the Ultimate Video Game'' competition, sponsored by Nintendo. The contest generated more than 10,000 entries from kids eight to 15 years old. They were asked to use any medium to design their concept of ''the most fantastic video game ever''—software, hardware or accessory.

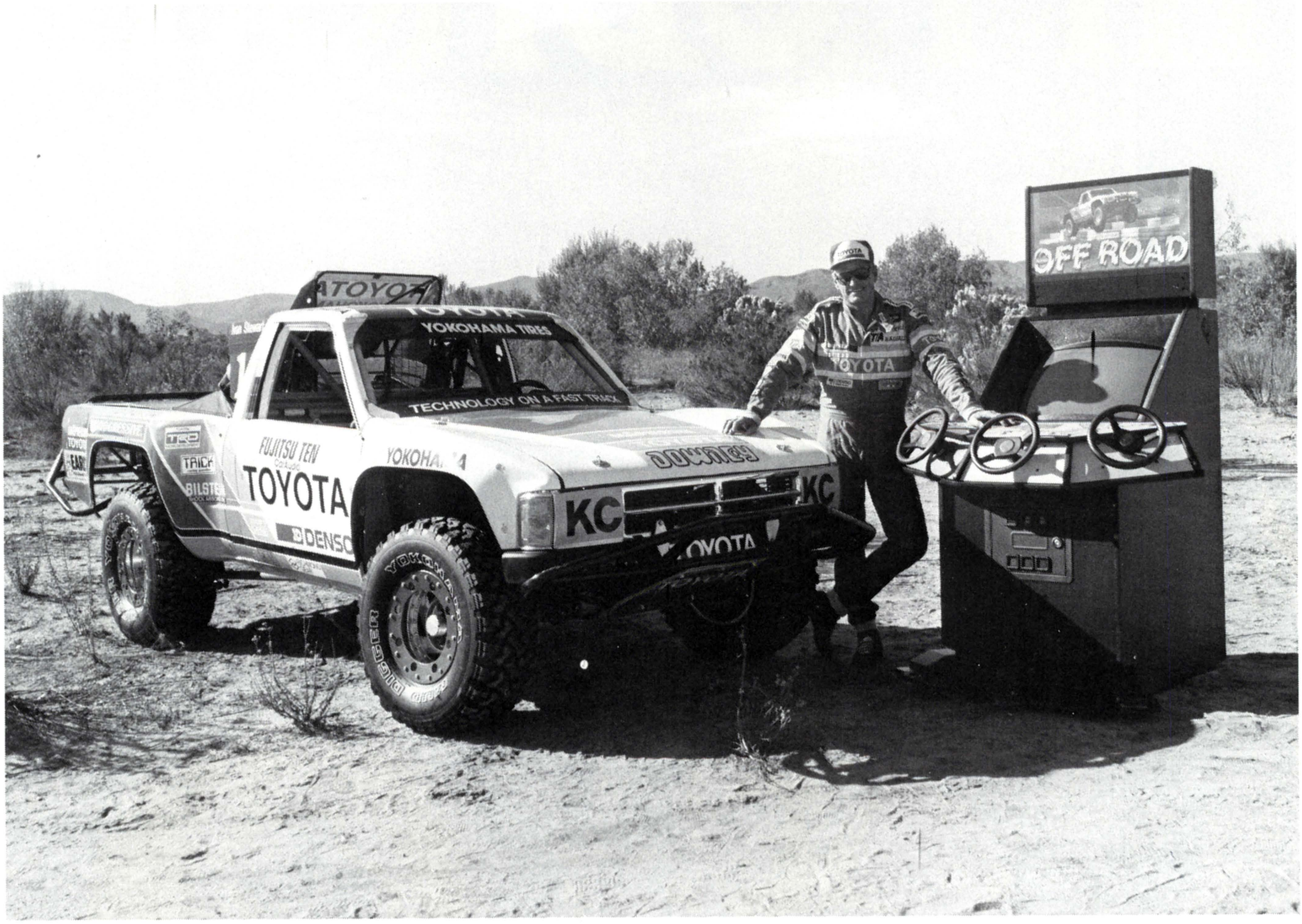
The top three finishers, selected from 10 regional finalists, were: Jeffrey Scott Campbell,15, of Aurora, Colo.; he won first place for *Lockarm*, an action-oriented game; Michael Krier,13, of South Bend, Ind.; he won second place for *Anatomic Commando*, which takes place inside the human body; and Phil Loring,13, of Londonberry, N.H.; he won third place for *A.C.E.S.*.

In addition to traveling to Washington to showcase their entries, the young men received bonds of $3,000, $2,000, and $1,000, respectively, to be used for their education. Nintendo officials created the competition to address the significant decline in patents by U.S. inventors.

New England Apple changes its name

New England Apple Products Co. Inc. has changed its official name to Veryfine Products Inc., the first modification in the company's name in 31 years.

''The genesis of our name change is that we're not strictly New England anymore, nor are we exclusively 'apple,''' said David F. Rowse, president and CEO of the family-owned and



Off-road racing legend Ivan ''Ironman'' Stewart is flanked by his racer and *Super Off-Road*, the newest game by The Leland Corp. which Stewart collaborated on. It will accommodate one to three 'racers' and comes with three driving consoles, steering wheels, and gas pedals. Competitors drive on eight different stadium tracks, with a total of 16 possible configurations.

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operated company. "As our distribution expanded nationally, and our product offerings increased, it was important to formally acknowledge our growth in the company name. Veryfine Products Inc. more aptly describes our business without excluding the possibility of new product development in the future."

Veryfine juices and juice drinks are distributed nationally to vending machine operators, convenience stores and supermarkets. For the past five years, the company has recorded an impressive 30 percent annual growth rate. Sales for 1988 reached $168 million.

NDA has new mailing address

Joe Conway, executive director of the AMOA National Dart Association, has announced an address change. The new mailing address for NDA is 141 West Vine St., Milwaukee, WI 53212. The phone number remains the same, (414) 263-2444.

The NDA will be hosting its annual dart tournament May 3-6 at the Sahara Hotel in Las Vegas, Nev.

Sitcler joins Happ Controls

Dennis Sitcler has joined Happ Controls as sales manager. He will also be president of a new manufacturers representative company, Control Marketing Inc.

Sitcler is a 10-year veteran of the coin-op industry, having also worked for James Industries and Wico Corp.

Happ Controls manufactures and distributes component parts for coin-operated games, including such items as joysticks, push-buttons, trackballs, coin doors, power supplies, and monitors.

Control Marketing will represent products of Happ Controls and other selected companies in the future.

Sitcler can be reached at both of these locations: Control Marketing Inc., 50 Airport Parkway, San Jose, CA 95110, (408) 437-7736; and Happ Controls, 106 Garlisch Drive, Elk Grove Village, IL 60007, (312) 593-6130.

Atari expands lawsuit

Atari Games Corp. and its fully-owned subsidiary, Tengen Inc., have amended their antitrust lawsuit against Nintendo of America and Nintendo Co. Ltd. The lawsuit now includes additional antitrust claims, claims for patent infringement, tortious interference with business relations, and trade libel.

The new complaints, filed in San Francisco, call for an immediate injunction against all future sales of Nintendo products, as well as an injunction against Nintendo's alleged wrongful interference in the business operations of Atari Games and Tengen. In addition, the suit seeks $100 million in treble antitrust damages and an unspecified amount for patent and punitive damages.

Atari claims that Nintendo utilized patented technology, namely apparatus for scrolling a video display, in the development of its Nintendo Entertainment System (NES).

Atari filed its first antitrust lawsuit in December 1988 against Nintendo and announced it would market the first independently produced NES-compatible game cartridges through its subsidiary, Tengen. Atari alleged at that time that Nintendo was illegally monopolizing the home video game market by controlling 100 percent of the manufacture of NES-compatible cartridges through the use of a "lock out" system.

Nintendo's vice president, Howard Lincoln, says that Nintendo's licensing program was established in 1986 to ensure that high-quality games would be available for the system. Nintendo's licensees today total 36 companies who have produced over 100 game cartridges for the NES. He went on to say that the licensees were given confidential, proprietary, commercial, and intellectual property information. Atari has been an official Nintendo licensee for the past year, receiving the information in addition to extensive marketing support.

Nintendo has filed a lawsuit against Atari and Tengen claiming breach of contract, violation of federal and state trademark laws, and unfair competition.

TECMO KNIGHT
TECMO KN

Tecmo's Michael Robinson (l) and Ken Nakata by their new video, *Tecmo Knight*.

ACME '89 a big success

The numbers are in for ACME '89—held in Reno on Feb. 23-25 at Bally's Hotel—and they show an increase in exhibitors, booths, seminar attendance, and registered attendance.

There were 153 exhibitors this year, compared to 134 last year; 29 were first-time exhibitors. Also, there were 507 booths at ACME '89, up 25 percent from 1988.

As for seminars, 1,250 people attended seminars that had a fee attached, compared to the 645 people at paid seminars last year. The numbers were down for this year's free seminars, however. This year 184 went to free seminars, compared to the 250 people at ACME '88. But to no one's surprise, 1,200 people turned out for John Madden's rousing motivational seminar on the last morning of the show.

There were 4,633 registered attendees at ACME '89, up slightly from the 4,504 figure of a year ago. This number encompasses exhibitors, manufacturers,

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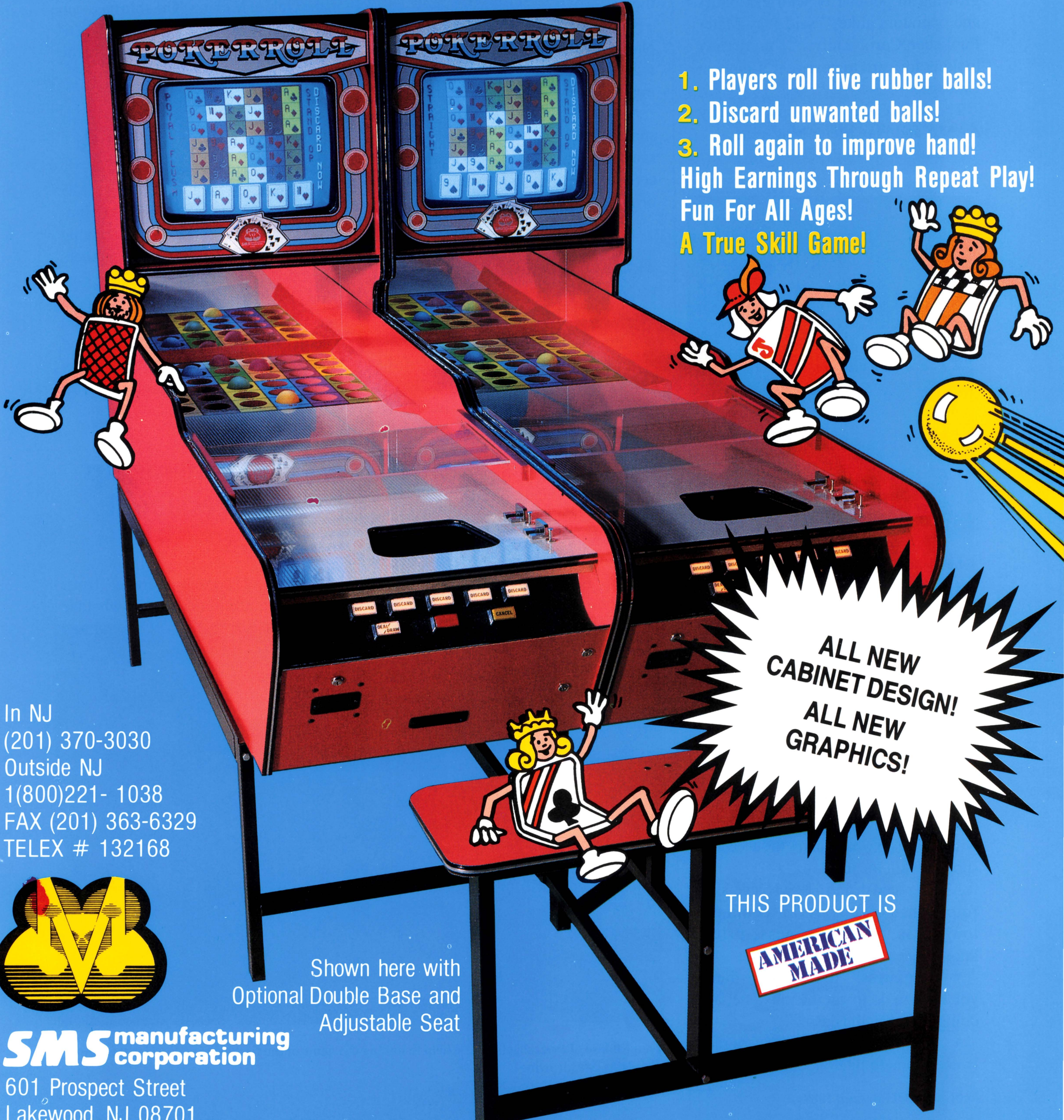
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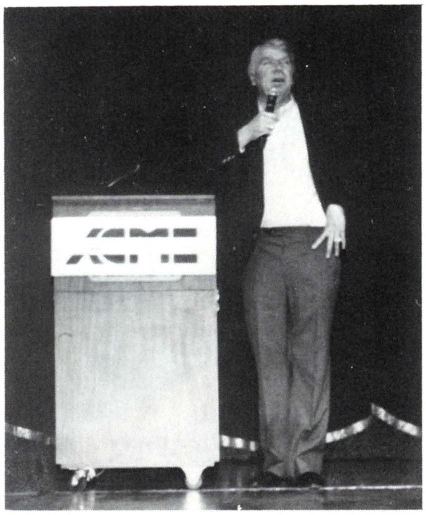
distributors, arcade operators, route owners/operators, technicians, press, and 180 "others."

ACME '90 will be held at the Hyatt Regency Hotel in Chicago on March 8-10, Thursday through Saturday.

"I'm very pleased with these figures; it shows me that the ACME show is growing in popularity with exhibitors and operators alike," said Play Meter Publisher Carol Lally. "I'm already looking forward to next year's show in Chicago."

The ACME show is co-sponsored by AAMA and Play Meter Magazine.



John Madden had 'em laughing at his ACME motivational seminar.

Madden entertains at ACME free seminar

Former Oakland Raider football coach John Madden delighted a crowd of 1,200 people at his ACME motivational seminar, weaving football anecdotes with advice on what it takes to succeed in sports and in business.

Madden said that Pro Bowl players, he found, had five traits in common: toughness, aggressiveness, pride, knowledge, and dedication.

- **Toughness**: "It's doing the things you have to do to get the job done, and doing it with enthusiasm."
- **Aggressiveness**: "When you really need something done, those with aggressiveness are the ones that make it happen and BOOM!, BANG!, turn it around."
- **Pride**: "When you have pride in what you do, then you can make the commitment to be the best you can be."
- **Knowledge**: "The best ones always know everything that's going on around them."
- **Dedication**: "I've found that just plain working harder than everyone else will often make up for whatever's lacking in talent."

Madden said that the room "must surely be made up of people with these same qualities. Your industry is to be commended for the entertainment you bring to people."

Redd honored by Easter Seals

William "Si" Redd, the 77-year-old former president and chairman of the board of IGT, was honored by the Easter Seal Society of Nevada at its annual Silver Lily recognition dinner on Feb. 26. Nearly 400 well-wishers turned out to greet the chairman emeritus of IGT (International Game Technology).

Redd introduced electronic gaming machines to the casino world and later sold gambling devices to countries such as Japan, Australia and Finland. In 1975, he founded A-1 Supply, a company that later became SIRCOMA. Subsequently, SIRCOMA became IGT. When IGT went public, Redd became chairman of the board.

One might think that Redd would begin to take it easy at 77 years old. Forget it. His latest venture is a cruise ship to be licensed in Nevada for gaming in the Gulf of Mexico. The ship has been dubbed "The Pride of Mississippi," a title that could also be applied to the Mississippi native.

Prizes! holds plush drawing at ACME

Prizes!, the plush company in Huntington Beach, Calif., staged a drawing during the ACME show. The winners were: Joseph Rubalcaba of Data East (first place); he won a Jumbo Pre-Pack; Lewis Fox of Fox Vending (second place); he won a Decent Adult Mix; and G.W. Williams of Williams Vending Service (third place); he won an Easter Assortment.

AMOA gearing up for congressional tourneys

On April 18, constituencies from across the land will find out not whether

Toni Endoso of Prizes! gets a little help in pulling the name of the first prize winner for the company's ACME drawing.

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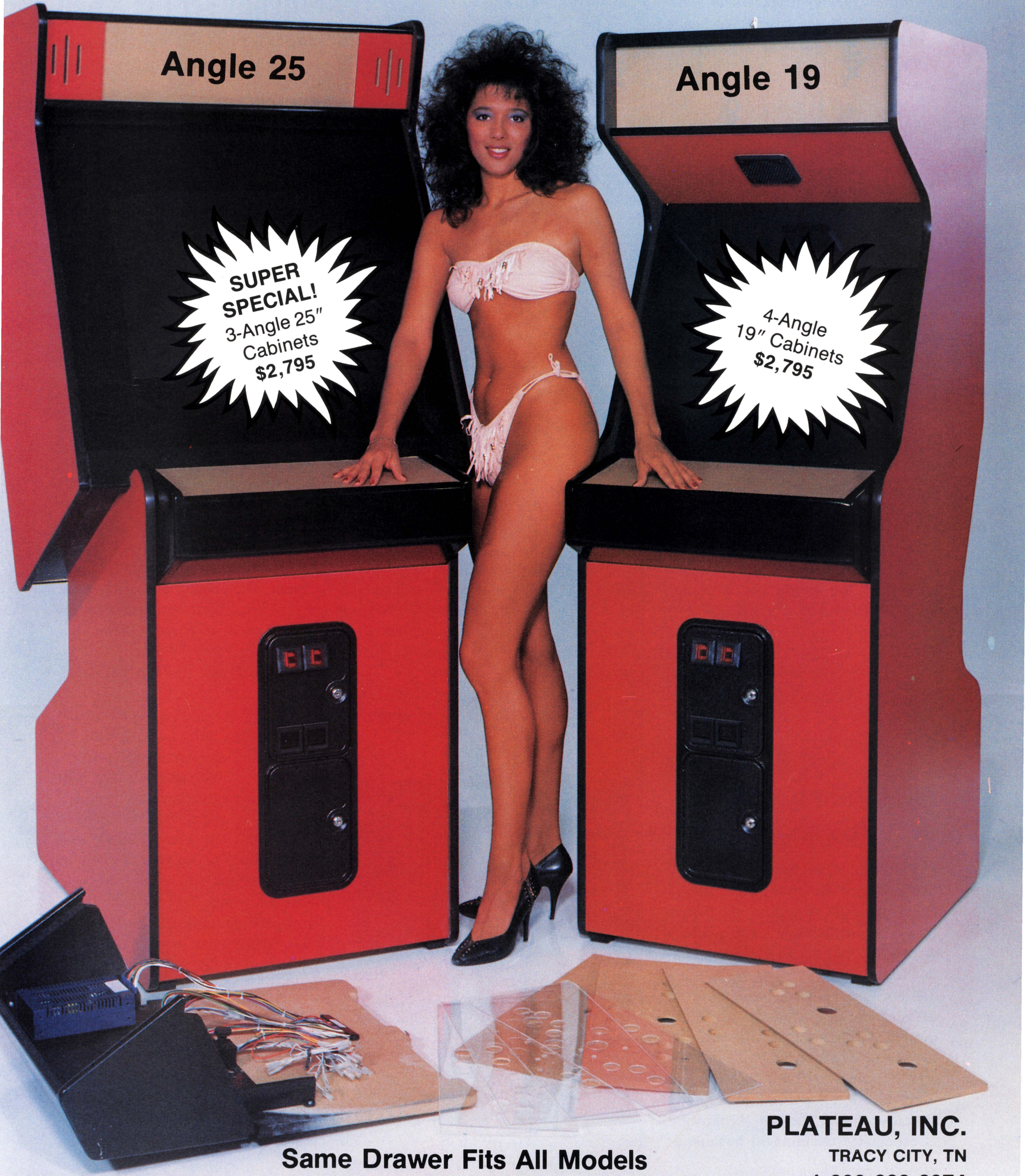
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their congressman voted correctly on Contra aid or the bloated federal deficit. No, those issues will take a back seat on this day, because April 18 is when the AMOA stages the 1989 Congressional Pinball and Coin-op Basketball Tournament. It takes place in Washington, D.C., at the Longworth House Office Building cafeteria.

The tournament is being held in conjunction with AMOA's Congressional Reception during the association's 1989 Government Affairs Conference, April 16-18.

In last year's first-ever pinball tournament, over 400 congressmen and staffers/aides from about 100 congressional offices participated. A low-key senator from Indiána also took part—Dan Quayle. This year, the tournament has been expanded to include coin-op basketball.

The top winners of the tournament will have over $12,000 in prize money donated to favorite charities on behalf of AMOA. Participants will also "win" a stuffed plush nostalgia jukebox from a crane in commemoration of the jukebox's 100th anniversary this year.

For more information on the tournament or the conference, contact AMOA's Washington office at 1101 Connecticut Ave., NW, Suite 700, Washington, D.C. 20036; (202) 857-1138 or (312) 565-4602 at AMOA's Chicago headquarters.

Nintendo honored at ATEI show

Nintendo was voted the "Top Manufacturer of the Year" for its *PlayChoice-10* System at the British Coin Machine Industry Awards, which were held during the ATEI show in London late January.

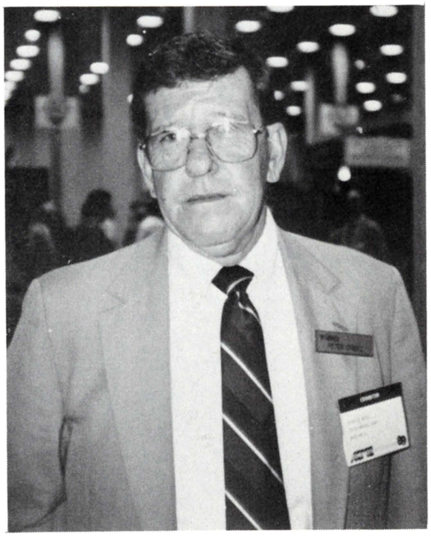
Alan Stone, Nintendo's vice president of sales and marketing, accepted the award. "It gives me great pleasure to receive this award on behalf of Nintendo and all those who have worked hard to make the *PlayChoice-10* the operator's system of choice," he said. "The award is especially meaningful because it represents a vote of confidence and support from the backbone of our industry—the operator."

Al Stone accepted Nintendo's award for top manufacturer at the recent ATEI show in London.

Taito names O'Neill

Peter O'Neill has been named Taito America Corp.'s director of intellectual security, giving him the task of following up on copyright infringement complaints. O'Neill retired from the FBI after a 27-year career.

Those wishing to contact O'Neill can call him direct through corporation headquarters.



Peter O'Neill

Major air hockey tourney set for April

The 1989 U.S. Air Hockey Championships will be held at Houston's Fame City on April 8-9, with $7,500 in cash and prizes to be given away. There will be five divisions of tournament play: pro, expert, amateur, novice, and women's.

The entry fees range from $7 for novices to $30 for "masters"; the entry deadline is April 7.

The event is being co-sponsored by, among others, Dynamo, Fame City, and the U.S. Air Table Hockey Association. For more information, call Dynamo at (817) 589-7699 or the Association at (713) 523-3511.

Rowe begins C&W promo; names Harris to post

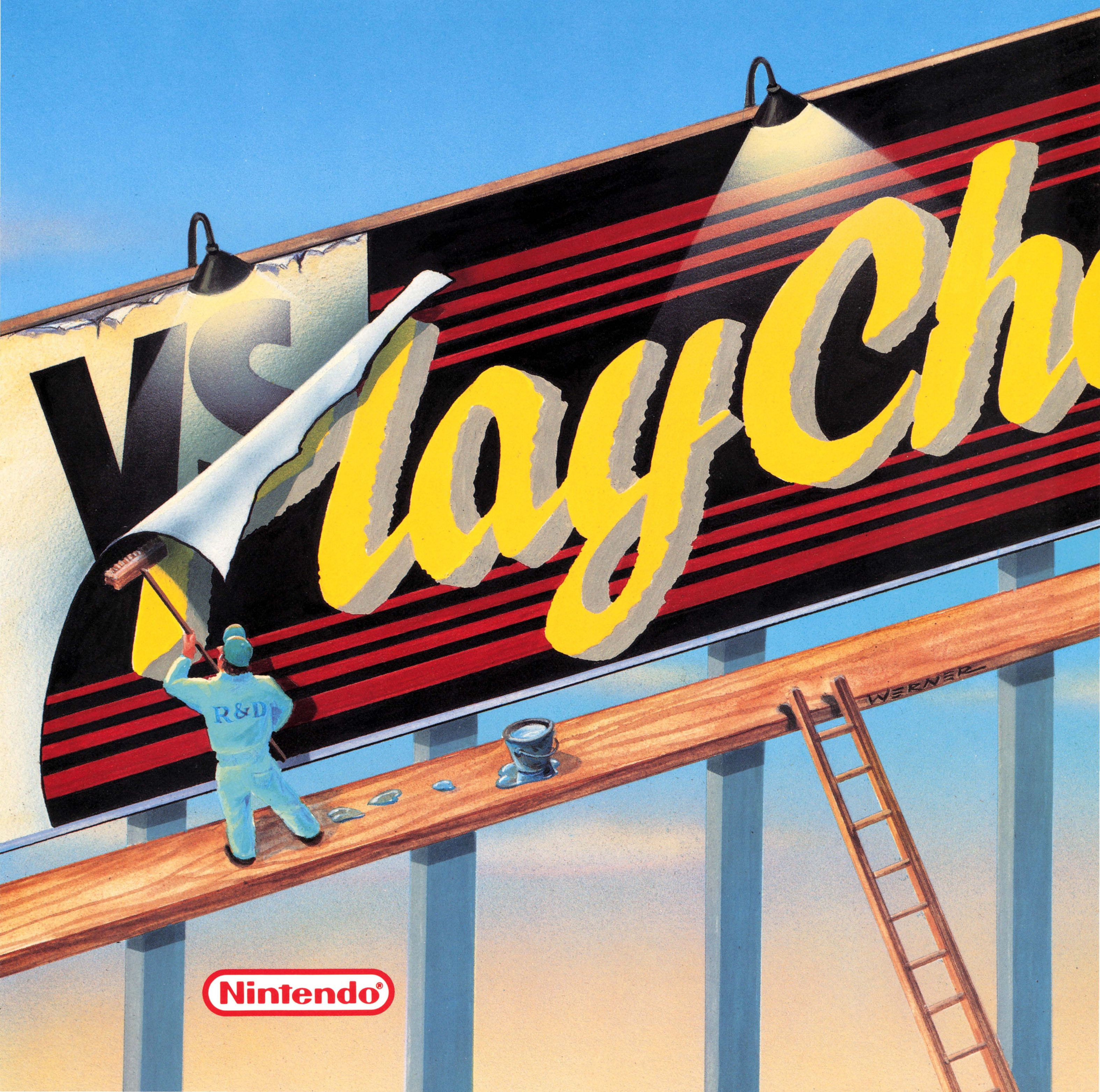
Rowe International has put together its second "promotion pack" of free CDs for operators who buy a new LaserStar CD-100 jukebox (Serial #2411 and above) and place it in a country music location. The country promotion pack contains free CDs and printed title strips for such artists as Hank Williams Jr., Johnny Cash, Emmylou Harris, George Strait, Larry Boone, The Charlie Daniels Band, and many more.

"After the tremendous response to the original promo pack last fall with the release of the *LaserStar*, we got many requests for something similar, but specifically for the country market," said Joel Friedman, vice president of Rowe's music division. "So we sent Michael Reinert (Rowe's director of business affairs for music) down to Nashville, where he received a very warm and enthusiastic welcome from the country record community. The result is this fantastic country promotion pack giveaway."

Rowe promotes Ron Harris

In other Rowe news, Ronald W. Harris has been promoted to Midwest

The Sign of the Times.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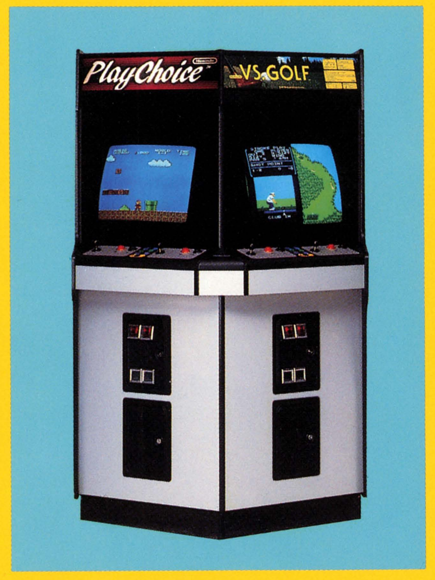

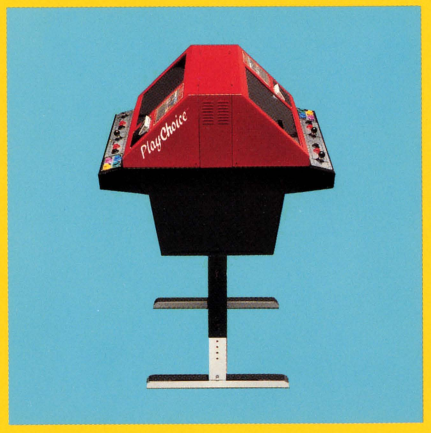

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regional sales manager. He will be responsible for overseeing the sales activities for Rowe's Midwest vending and music business. Prior to his promotion, he was branch manager and sales representative for the Memphis branch. Harris joined Rowe in 1977.

Ron Harris

NSM/Loewen and Valley team up

NSM/Loewen and Valley Recreation Products continued their commitment to lift the interest of pool in Germany by staging the "Loewen-Valley Cup," one of Europe's most prestigious pool events.

NSM/Loewen, the European distributors for Valley Lynx electronic pool tables and *Royal Dartes* games, arranged for the event to coincide with Frankfurt's IMA show on Jan. 28-29. Several hundred spectators witnessed the "grand finale," which was played on 32 eight-foot Valley Lynx tables.

Three thousand pool players from all across Germany entered the Loewen-Valley Cup; the grand finale consisted of 480 of them. Over 150 German operators accompanied their teams to the finals.

Taito makes BBS system available

Taito has begun a service called BBS Taitonet (Bulletin Board Service)—a system whereby your computer "talks" to Taito's computer about the latest service bulletins on several Taito games. Available 24 hours a day, it also provides access to older Taito service manuals and comments from operators worldwide.

Your computer interfaces with a modem that calls Taito's computer (PCXT with Hayes/Compatible Modem 300-2400 baud, N,8,1). BBS Taitonet cannot access your data.

To start, have your computer dial (312) 520-9370 (300-2400 baud, N,8,1).

Intermark expands

Intermark Amusements, manufacturers of *Billi Puck*, *Tee It Up*, and a coin-op ping pong game, is expanding its operations. The company has moved to 1711 West Rose Garden Lane, Suites 4, 5, and 6, Phoenix, AZ 85027. Its phone number is (602)780-0112; the FAX number is (602)780-0331.

DISTRIBUTOR OF THE YEAR
1988
DISTRIBUTOR

Reid Meredith (r) and Ron Clapper of Hollywood Merchandisers show off the "Distributor of the Year" award they presented to Eastern Distributing Co. of Clemmons, N.C., at ACME. Eastern President Bill Hauser accepted the award.

Yale Hoffstein

Merit Industries appoints Hoffstein

Merit Industries has named Yale H. Hoffstein to the position of vice president and general manager, effective October 1988. His responsibilities include general operations at Merit, as well as strategic planning and company development.

"The coin-op business is absolutely fascinating," Hoffstein said. "It's an industry that's fast-paced and constantly changing. It demands timely, creative responses to consumer recreational needs. We have exciting plans at Merit for 1989. We're developing new markets and product lines while maintaining Merit's high standards for quality and ingenuity."

Hoffstein has an extensive background in manufacturing industries, especially in the areas of finance and general management.

New videos, pinballs and cabinets unveiled in Reno

by Christopher Caire

After the AMOA show last November, when operators were asked what their main beef with the manufacturers was, they responded in unison: ''Give us more kits!'' Well, the manufacturers apparently listened, because ACME '89 featured an expanded array of kits for operators seeking an alternative to dedicated-only.

Here, then, is a list of the manufacturers and their newest product.

Video games

Let's start with the ''hits of the show,'' those games that received the most favorable responses from a poll of operators. The two hits this year were The Leland Corp.'s *Super Off-Road* and Atari's *Hard Drivin'*.

Super Off-Road is a driving game (off-road racing, of course) with three driving consoles, steering wheels, gas pedals, and ''nitro packs'' to give racers a burst of speed on the straightaways. There are eight different stadium tracks and 16 configurations, replete with mud holes, jumps, and obstacles. Bags of cash pop up across the track; driving over one gives the player cash awards, which can be exchanged for accessories at the Speed Shop.

> *''It's nice to see a simple game that doesn't have a war or street fighting theme.''*

''I love this game; I plan to place a bunch of them in my locations,'' said one operator. ''It's just a fun game, smashing your race car against the walls and through the mud. Also, it's nice to see a simple game that doesn't have a war or street-fighting theme,'' said another.

Hard Drivin', a driving simulation game, got high marks for its authenticity. ''It felt so real I almost needed a Dramamine for motion sickness,'' said an operator.

Hard Drivin' has center-feel steering with continuous force feedback; an adjustable swivel seat; a four-speed stick shift; gas, brake, and clutch pedals; a stunt track with a 360-degree loop; instant replay of crashes; a 3D world on the screen; and a championship ''grudge'' match. There was never a shortage of operators and distributors waiting their turn to climb into *Hard Drivin'*.

Atari also exhibited *Tetris*, a game developed in the Soviet Union. Using a joystick and buttons, the player fits pieces together to build horizontal lines. The score increases as more lines are built. Available as a universal kit, *Tetris* also features player-selectable difficulty levels, one or simultaneous two players with a second player buy-in option, and

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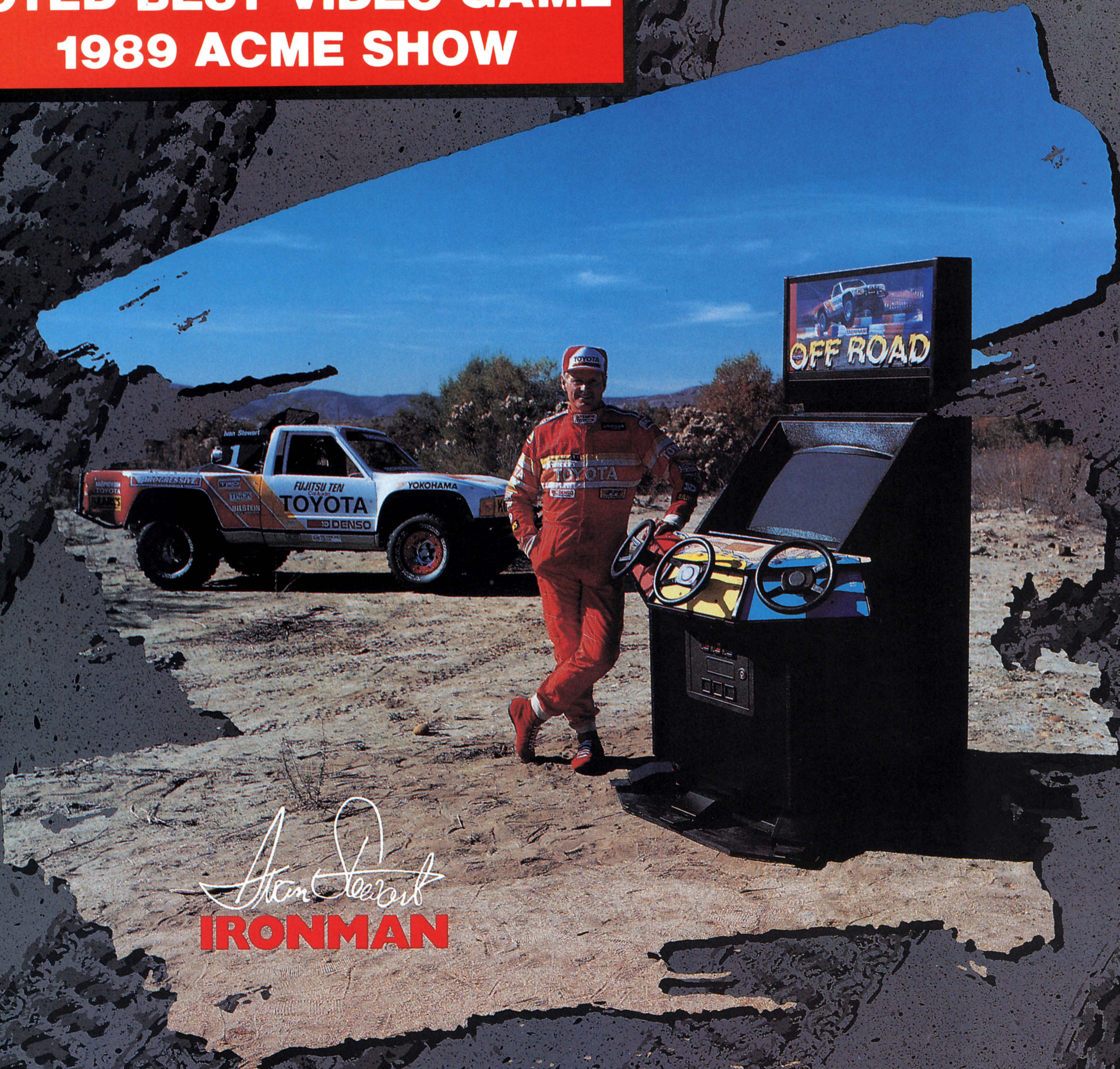
AMERICAN COIN MA EXPOSITION
1989 AMERICAN COIN MACHINE EXPOSITION RENO, NEVADA

At the ribbon cutting ceremony (l to r): Ray Musci, Jon Brady, Rus Strahan, Bob Fay, Frank Ballouz, Jud Allen (Reno city councilman), Carol Lally, Bill Cravens, Valerie Cognevich, Gil Pollock, Steve Kaufman, and Steve Koenigsberg.

**VOTED BEST VIDEO GAME
1989 ACME SHOW**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Warning to the competition:
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SUPER OFF ROAD

The Leland Corporation 1841 Friendship Drive El Cajon, CA 92020 (619) 562-7000 bonus points for players that reach the higher levels.

Romstar showed two new games that are available as kits. *Downtown* is a vertical kit with a street-fighting theme. The good guys battle corrupt cops on the take, along with a host of toughs and skin-head types. A wino even enters the fray for comic relief, breathing "fire" as he staggers along the street with bottle in hand.

In *Bloody Wolf*, the object is to rescue POWs from their captors. The items used for carrying out this mission include guns, knives, X-ray glasses, and fins for traveling across murky swamplands. *Bloody Wolf* is available in either horizontal kit or horizontal dedicated format.

Data East checked in with three videos— *Apache 3*, *RoboCop* and *Hippodrome*— though the latter is not yet available. *Apache 3* is Data East's new dedicated upright game. The player travels in a helicopter, fighting through enemy military installations in trying to rescue his captured war buddies.

RoboCop, introduced at AMOA '88, is now available as a kit. It's based on the hit movie of the same name, where a cop that's part man/ part machine prowls the city of Detroit to take on the human debris. *Hippodrome* is a fantasy-themed game that had been on test for about three weeks when shown at ACME. According to Data East's Bob Lloyd, the game will be tested for eight weeks before being made available, putting the release date sometime in early April.

Taito had four games to show attendees. The Man of Steel, *Superman*, is a horizontal kit that may be played by one or two players interactively. Players use a joystick to move Superman, while the two adjacent buttons allow him to kick, throw punches, or emit the powerful "heat vision." This high-intensity laser destroys anything in Superman's path, a handy weapon when confronted with Emperor Zaas and other alien hooligans.

In *Operation Thunderbolt*, the player's mission is to rescue hostages being held in enemy terrain by a radical group of armed-to-the-teeth rebels. They must be brought back safely to the hijacked plane, where the pilot is being held at gunpoint. If the pilot is killed, the mission has been botched.

Taito's *U.S. Classic* is a golfing game that's available as a dedicated upright, cocktail, or kit. The player may choose either nine or 18 holes, with a complete set of woods and irons to select from. And, just like a regular golf course, there's out-of-bounds, water hazards, sand traps, undulating greens, and varying green sizes.

Top Shooter is a shooting game that lets the marksman aim at a target card in five different positions. After the bullets are shot, the card is automatically delivered to the player. The number of shots can be adjusted between five and 10, and up to 300 cards can be stored at one time.

Fabtek showed *Cabal* on the exhibit floor, the twin-trackball kit that was one of the hits at AMOA '88. Also, up in the Fabtek suite, President Frank Ballouz gave a sneak preview of *Dynamite Duke*. The war/action-themed game had only two of its eight stages complete, which is why Ballouz opted not to show it on the floor. It should be ready in April or May.

> *"I love this game (*Off Road*); I plan to place a bunch of them in my locations."*

Nintendo continued to draw operators to its booth with the *PlayChoice* System. Many wanted to catch a glimpse of the new countertop version, which offers either five or 10 game titles. "It's doing very well; the unique thing is most countertops have card games like poker in them," said Al Stone, Nintendo's vice president of sales.

Of course, Nintendo also displayed *PlayChoice* for five or 10 games, *PlayChoice-10* Upright, *PlayChoice* Kit for VS. Unisystem, and *PlayChoice* Kit to convert *Punch Out!!*, *Super Punch Out!!*, and *Arm Wrestling*. New game titles for the *PlayChoice* System have been added, bringing the total library to 30. (Note: Nintendo was voted "top manufacturer of the year" for the *PlayChoice-10* System at the ATEI show in London.)

Tecmo's newest game is *Tecmo Knight*, a fast-paced video which has as its objective the re-taking of a castle. The 3D-like graphics include such characters as "Snake Lady," "Bulldog Man," "Turtle Man," and "Flying Dragon." *Tecmo Knight* is one- or two-player interactive, with an eight-direction joystick and "attack, jump and servant select" buttons. Tecmo also showed *Ninja Gaiden*, which still has high operator appeal.

Williams, known chiefly for their top pinball games, exhibited the video *NARC* at ACME. Though it was first introduced at AMOA '88, operators at ACME were no less enthusiastic about the game and its digitized graphics. Max Force and Hit Man are on a mission to destroy the K.R.A.K. criminal syndicate while protecting the innocent. They're armed with machine guns, rocket bombs, an on-screen scanner, a high-powered sports car, and a specially-equipped helicopter.

Top Dawg, Williams' most recent shuffle alley, was again displayed at ACME; it was introduced at AMOA '88.

Capcom unveiled its latest video, *Strider*; he is a futuristic Ninja from the year 2048 who battles his way from "the rooftops of Moscow through the jungles of the Amazon." Our hero executes acrobatic flips and twisting climbs while combating the wolves, dinosaurs, and assorted bad guys along the way. Capcom also exhibited two of its successful earlier games, *Ghouls 'N Ghosts* and *Capcom Bowling*.

Arcadia Systems displayed its Super Select System and the Starter Kit. The Starter Kit is an easily-installed, video multi-game system that offers the flexibility of adding new game cards when you wish. It comes with just one game— a choice of *Magic Johnson Fastbreak Basketball* or *Leaderboard Golf*.

Arcadia's starter kit comes with such things as a PC board set, a marquee, cabinet graphics, joysticks, buttons, and a metal electronics holder. As for the Super Select System, it offers up to 10 games in one cabinet with one megabyte of memory for each. Besides the previously-mentioned game titles, there's *World Trophy Soccer*, *Pool*, *Sidewinder*, *Ninja Mission*, *Roadways*, and *Space Ranger*, to name a few.

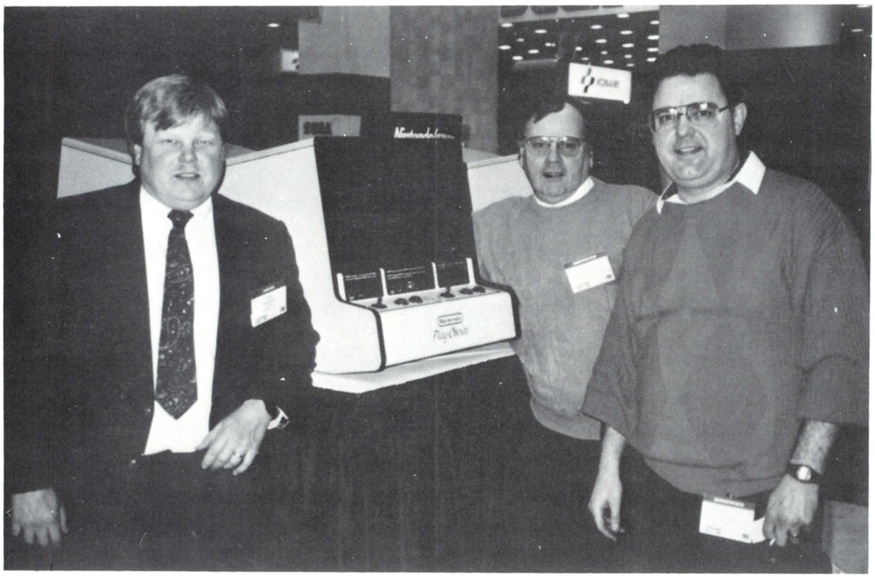
Jaleco USA showed off its new video kit for horizontal monitors, *St. Dragon*. Only St. Dragon, a robotic defender, can stop an alien menace that's threatening to destroy the planet Earth. The player tries to control St. Dragon as he darts through

TAITO
SKILL DOZER

Sealing a deal at the Kramer booth are, (l to r): Boris Khoith and Igor Vernik of Alberta Shuffleboards in Canada and David Katz.

Cougar Darts

Checking out pool tables and accessories at the Valley booth are, (l to r): Walt, Jack, and Adam Hampshire of World Wide Enterprises.



Pete Walton of Nintendo (l) shows the *Play Choice* countertop to Canadians Ken Legary of King Amusements and Morris Ficzycz of Central Canadian Amusements.

Skip Doyle (l) of Doyle & Associates welcomes Gene Cramm and Steve Thomas of ShowBiz to his busy booth.

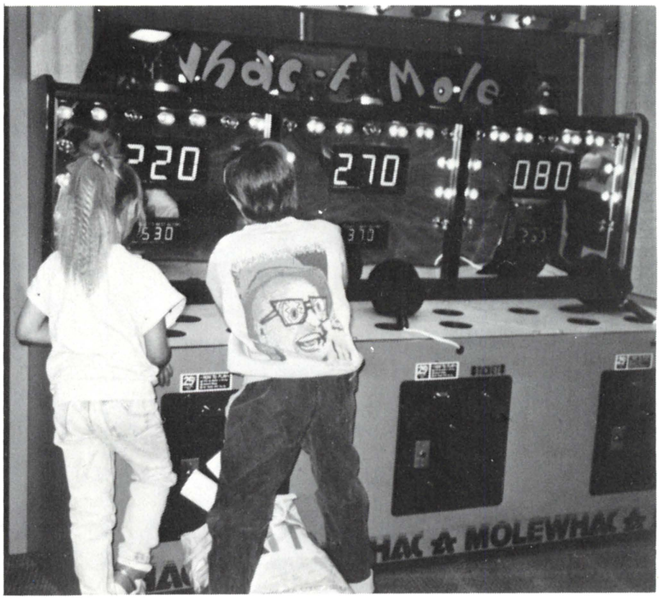
Capcom's Brian Duke checks out the view from above *Strider*. In front, (l to r): Glenn Anderson of Hawaiian Brian, and John and Lorie Barlow of Weber Music.

HOLLYWOOD
Freefall

Hollywood's Reid Meredith (r) with Greg and Gini Stephens of Games Unlimited and the new *Freefall*.

Smart Industries' Jeff Smart (l) and Top Notch Amusements' Doug Shepherd with *Shoot to Win!* two-hoop.

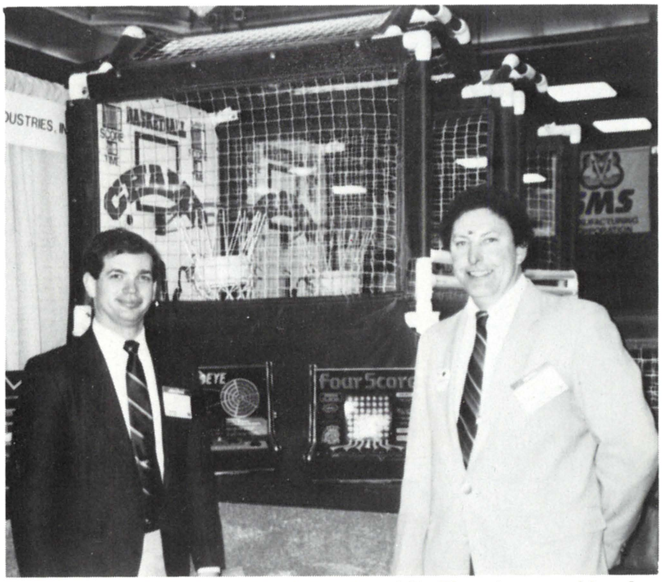
Rich and Renee Moniz talk over *Super Ball* with Steve Henry (l) of Games People Play.


Whac-A-Mole
220
270
080
MOLEWHAC

Whac-A-Mole from Bob's Space Racers is an all-time favorite game.

MONTANA PROGRAM
with printer
JOKER POKER

Dan Dinnebiel (l) of Grayhound shows *Joker Poker* to Gaylene and Denny Nixon of Cascade Electronic Amusement.



Bob Lentz (r) of Merit and Mark Sandlin of Six Flags Astroworld and the *Four Score* countertop. *Basketball Champ* is in the background.

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11300 S. Post Oak Rd., Suite 205 • Houston, TX 77035 • (713)723-2809 an assault of lasers, missiles and other projectiles. St. Dragon himself emits bolts of fire, bullets, ring laser beams, and bounding shots from his mouth. There are six levels of play in this one- or two-player game.

Atomic Robo-Kid was displayed at the Nichibutsu USA booth. The game, licensed by UFL Co. Ltd., is a horizontal kit that has over 20 levels of play. The junior robot may be small in stature, but he's still able to blast the evil obstacles that cross his path.

Konami exhibited four games that have these things in common: they're kits with horizontal monitors; they're two-player interactive; and they have buy-in and continuation features.

Bottom of the Ninth is a video baseball game that let's the player bat, pitch, and field. He can choose his team from among six major league baseball cities, and when two players are competing, a split screen appears to get the batter's and pitcher's perspective.

Missing In Action finds the player fighting his way through the jungle in search of soldiers who are being held in the enemy prison camp. He is equipped only with a knife as play begins; the only way to get hand grenades, machine guns, flamethrowers and rocket launchers is to take them from the enemy in hand-to-hand combat.

The other two games — *Final Round* and *Thunder Cross*— were shown previously at AMOA '88. The former is a boxing game, while the latter is a battle that takes place in space.

SNK raised the curtain on *Mechanized Attack*, a two-player shooting game with realistic Uzi machine guns and grenade launchers. The 3D-like graphics are seen on a 25-inch monitor. ''This may be the best game SNK has ever come out with,'' commented one operator. (Note: The game was not available at show time; check with your distributor for a release date.)

SNK also showed *Ikari III: The Rescue*, in which the player must rescue a presidential candidate's kidnapped daughter. There's a rotary joystick and three buttons (for punch, jump and kick) that give the player 360-degree moves. A meter at the top of the screen shows how far the enemy is from capturing the player.

Exidy, one of the industry's few American manufacturers, exhibited its highly-successful *Showdown*, first shown at AMOA '88. This is a video card game with a twist— the player sits in with three other poker players in an Old West setting. *Showdown* is now available in countertop form as well.

Exidy also showed *Yukon*, which is a variation of *Showdown* in that a ticket dispenser is included on the machine. The tickets can then be redeemed for plush.

Sunsoft, a division of Sun Corp. of America, displayed three new video games. *VS. Platoon* is a conversion kit for any VS., Dual, or UniSystem. Based on the Academy Award-winning movie, *VS. Platoon* features four different levels of play. Players must fight their way through a jungle, a bunker, and another jungle and tunnel in 3D.

> *''It (*Hard Drivin'*) felt so real I almost needed a Dramamine for motion sickness.''*

Tough Turf, a two-player horizontal kit, is the first Sunsoft original to use the 16-B Hardware System. The street-fighting game has eight levels of play, and up to six enemies may confront the players at a time. The add-a-coin/buy-in feature allows players to continue where they left off.

In *Bay Route*, which features a two-player interactive format, the scene is ''the day after''; the screen is a colorful depiction of post-Armageddon destruction and devastation. *Bay Route* also has a buy-in feature.

Sega is hoping that *Turbo OutRun* will be as popular as its mega-hit *OutRun*. Now available with a 20-inch color monitor in either a ''cockpit'' or mini-upright version, *Turbo OutRun* takes players on a four-stage ride across the country. Sixteen different scenes appear, including congested city streets, mountain passes covered with ice, and bone-dry deserts.

Both models feature a deluxe steering wheel, a turbo-boost button, a foot brake, an accelerator pedal, a two-speed shifter, and continuous play. (Note: Production is underway for a regular upright version of *Turbo OutRun*.)

Sega also exhibited two other video games, *Gain Ground* and *Wrestle War*. *Gain Ground* utilizes Sega's ''System 24'' floppy disk system, which gives stand-out graphics and horizontal high-resolution images. In this war/action game, 20 different kinds of warriors appear in five time periods, dating back to ancient Greece and on into the future.

The *Wrestle War* kit features body slams, drop kicks, pile drivers, and the usual punching and kicking associated with ''professional'' wrestling. Continuous play allows single players to work their way through eight matches, or two players can take part in a one-fall, three-minute match. The wrestlers appear in 3D graphics.

Sharp Image Electronics showed three new games that were in the test stage: *Hard Head*, a two-player comical game, along with *Ordyne* and *Twin Falcon*, both two-player shooting games. They also displayed a 27-inch monitor that, because of its mounting procedure, loses no width; it'll fit in a 25-inch cabinet.

American Technos displayed *Double Dragon II: The Revenge*. The sequel to *Double Dragon*, a cooperative venture between American Technos and Romstar, was first unveiled at AMOA '88. (Romstar showed the game at its booth as well.)

Finally, a new American company called Yankee Games unveiled its first game, *Grudge Match*, up in their suite. The company— formed by Incredible Technologies and Ed Pellegrini— expects big things from this wrestling-themed game. Every component in *Grudge Match* is American, except for one chip.

Pinballs

In the pinball category, Williams introduced *Jokerz!*— another entry in their long line of pins that has operators talking. The action in this card-playing theme begins with a ball-shooter skill shot, which awards a Wild Card bonus of up to one million points. Also, when a player raises the center drawbridge ramp and lights all four card suits, a jackpot of up to four million points is rewarded.

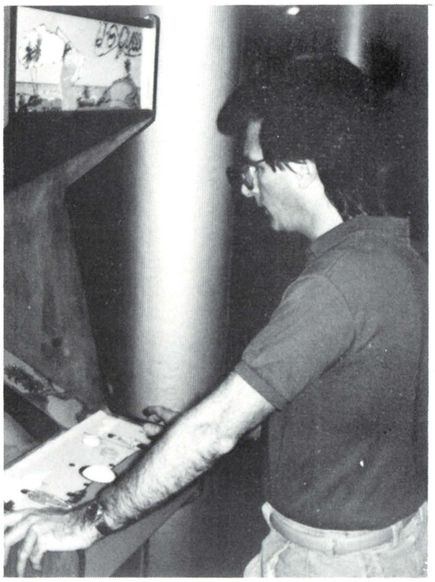
Flanking Romstar's new video, *Downtown*, are (l to r): Romstar's Tim Jackson, Rene Lopez, Joyce Kaehler, and Chuck Weiner of Weiner Distributing.

Brian Dellacoma of Roger Williams Mint plays Bally's new pinball, *Atlantis*.

A battery of operators test their pinball prowess at Data East's *Time Machine*.

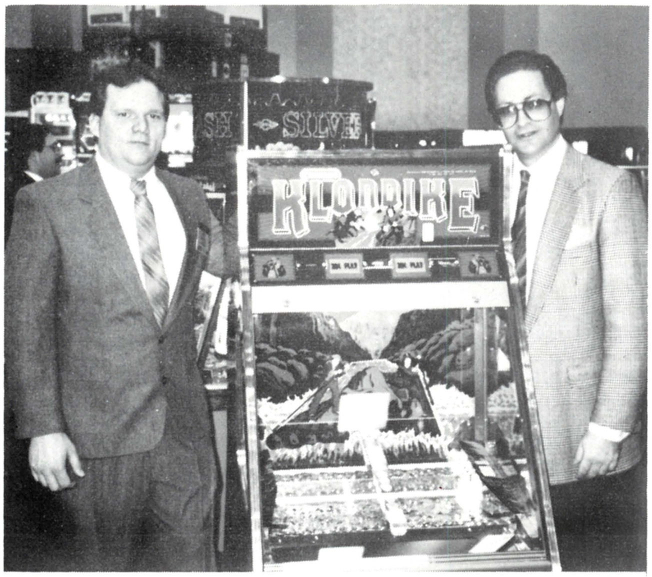
Michelle Super and Doug Wickstrom of Ace Automatic Vending take on the bad guys in Williams' *NARC*.

Atari's Carole Cameron and Karen Bjorkquist battle it out on a Dynamo Air Hockey table.



Terry Quinn of Campus Amusements plays Taito's *U.S. Classic* golf game.

ACME 89


SILVER
KLONDIKE

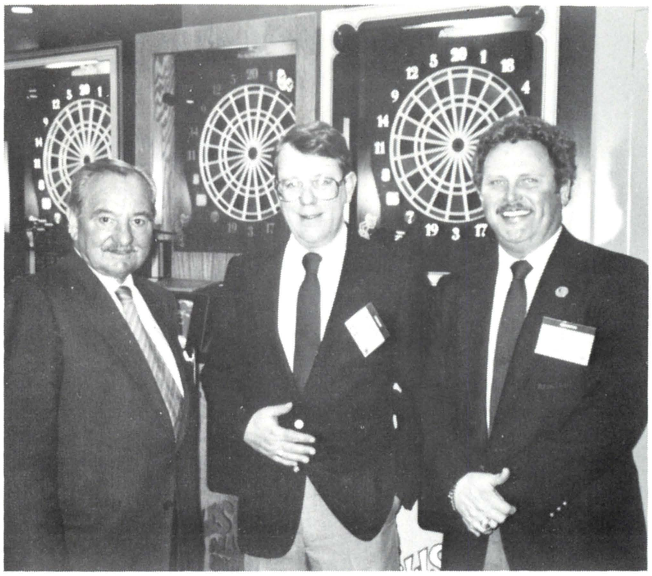
Bill Seibert (l) and John Margold of Betson by the single player skill-stop coin pusher *Klondike*.

mini pro GOLF
ROLL DOWN
ROLL DOWN
WANTED

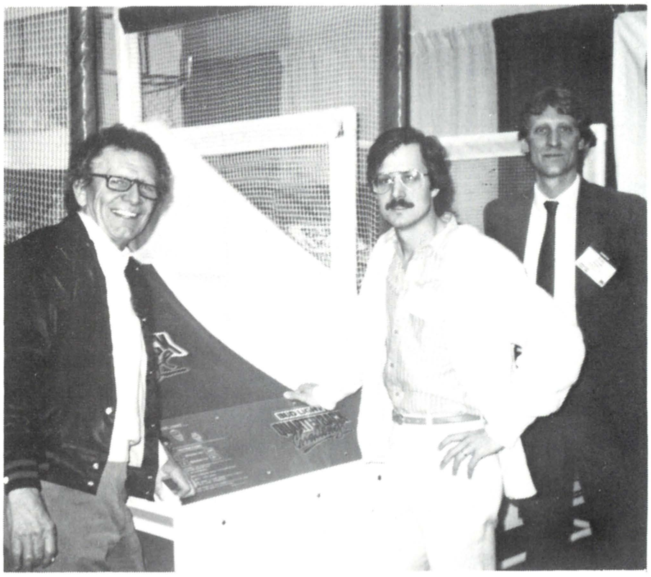
Paul Roberts of Just Games of California goes for 18 holes in Vari-Tech's *Mini Pro Golf*.

LOTTO FEVER
SOLD AS KIT OR DEDICATED
LOTTO FEVER

Art Warner (l) of Coin Concepts talks over the *Lotto Fever* with Richard Oltmann of Haunted Trails Amusement Park.



At the Arachnid booth, (l to r): Frans Von Malder of National Music Co. in Brussels, Belgium, Bernie Powers, and Paul Beall.



Kim Cook (r) of Intermark welcomes Jack and Michael Snedeker of the Comstock Gift Shop, about to play *Competition Basketball*.

By the *Goliath* crane, (l to r): Stephen Ghergich, Bob Harzer of SMS, Daryl Fletchinger, and Morris Dunn. All three operators are with Business Partners.

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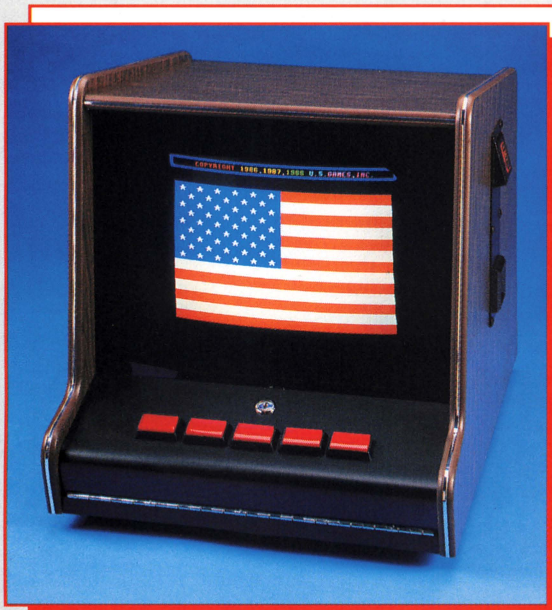

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A backglass Draw Poker feature awards increased score values, an extra ball, or even a special. And then there's the latest innovation from Williams—players can double their scores on their last turn. "I really enjoy this game; it and *Banzai Run* are my all-time favorite Williams pins," said one operator.

Speaking of *Banzai Run*, Williams had one at their booth for those operators still interested in the hit pin.

Bally/Midway, Williams' sister company, showed its new pin, *Atlantis*. In this pin, the animated submarine "Scout" surfaces to fire three balls into triple multi-ball play. An "escape hatch" saucer shot torpedoes the ball up and back into play, and the multi-ball action lights up the Jackpot shot, worth a potential four million points.

With *Atlantis*, Bally introduces an industry first: after the first 100 games on location, the diagnostics package recognizes the scoring percentages of features and automatically readjusts difficulty levels accordingly, every 10 games.

Bally also had a video out on test called *Legend of Tonma*, which is being licensed from the IREM Corp. In this fantasy game, Tonma traverses a cliff, forest, precipice, cave, and castle wall to set up a meeting with the evil emperor.

Data East's *Time Machine*, though previously shown at AMOA '88, had a constant flow of operators eager to play it at ACME. A new ball-lock mechanism, fed by the left and right ramps, engages the "time machine's" engines as the player travels through the 1980s, '70s, and '60s. The final destination: the sock-hopping '50s.

When a ball "beams" to another location on the playfield, a million points are awarded when lit. The clanging of bells and chimes adds to the allure of *Time Machine*, a pin that Data East's Bob Lloyd called "a very reliable earner."

Premier Technology displayed *Hot Shots*, a pin with a carnival theme. The player aims for the shooting gallery targets; completing all drop targets awards "big points" and may even double the entire score. Also, if a player completes the T-E-D-D-Y and B-E-A-R targets, he is awarded an extra ball, special, or a teddy bear. Shooting the elephant lane and making T-E-D-D-Y gets the player into multi-ball play.

Cabinets

Dynamo, coin-op's cabinet leader, introduced its video hardware system in a choice of three cocktail table formats. The cocktail series— offering easy conversion and expanded flexibility— consists of Model HS-6 with a rectangular top, Model HS-6 with a round top and pedestal, and Model HS-6 with a square top. Among the features are a 19-inch Wells-Gardner monitor that can be positioned either vertically or horizontally; JAMMA standard wiring harness; player-directed speakers; all-plywood cabinetry; and a modular design for different formats.

The cocktail series joins Dynamo's three 19-inch monitor models, along with their 25-inch monitor model.

Plateau Inc. showed its Angle 19 and Angle 25 formica cabinets, which employ the Angle System. This refers to a quick release for the game drawer/marquee and easy rotation and adjustment of the monitor. The same drawer fits both the 19- and 25-inch models.

> *"The wino alone (in* Downtown*) was worth the price of admission."*

Jaleco USA introduced its Lo-Pro cabinet, which stands only four feet tall. It packs a 19-inch Wells-Gardner universal monitor and is quickly convertible to either horizontal or vertical play by unscrewing four easily-accessible bolts. The Lo-Pro comes with standard JAMMA cables and connectors, and all conversions are completed in front, with no need to remove back panels.

Amazing Games showed off its KIS, or Kit Interchange Systems. The KIS 19 and KIS 25 both have a Wells-Gardner universal color monitor, an all-plywood cabinet construction with a laminated plastic finish, an 11-amp power supply, and a "Convert-A-Drawer" slide-out drawer system. An interchangeable drawer fits both systems.

Finally, Grand Products showed its Video Game System. Features include a 19-inch color monitor, a three-quarter inch plywood cabinet with tongue and groove construction, a vertical/horizontal mount, two speakers, rear wheels, and a hinged steel-control shelf.

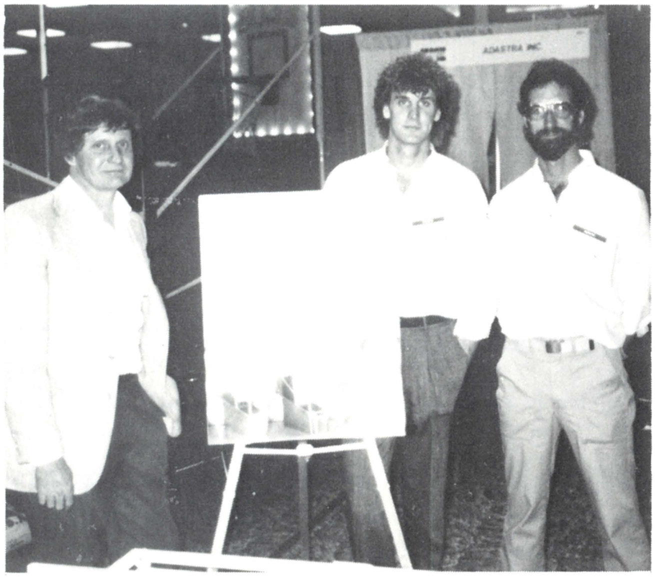
Personal favorites

Having covered the video and pinball portion of the show, I present the games that I *enjoyed* the most. That doesn't necessarily translate into what I consider to be the *best* from a technological standpoint, nor is it a crystal-ball look at what's going to earn the best. Simply, it's one person's opinion.

1. *Super Off-Road*: I got a kick out of watching my red racer bounce all over the course— and still be able to continue without bursting into flames. The concept is basic, but boy, it's a lot of fun.
2. *Downtown*: The wino alone was worth the price of admission.
3. *Strider*: Of all the games, this one had the most stunning graphics. A colorful, varied cast of obstacles were there for Strider to contend with.
4. *U.S. Classic*: This is probably the most realistic golf game I've ever played. It was so true to life: misreading the breaks on a green for a three-putt, and topping my six-iron shot 20-yards into the water hazard.
5. *Jokerz!*: There's plenty of things happening on the playfield to keep your interest peaked. I enjoyed the challenge of sending the ball up the center drawbridge ramp, as well as the Joker's cackling giggle during multi-ball play.

New video games and pinballs

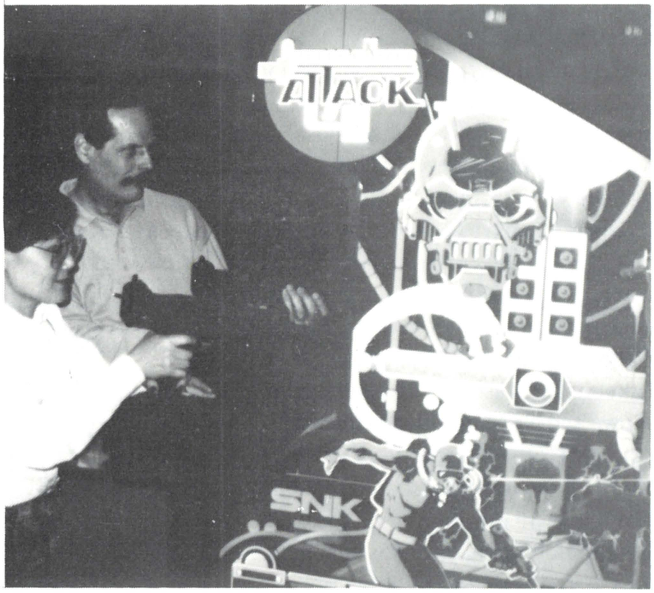
- Arcadia: Super Select System Starter Kit
- Atari: *Hard Drivin'* and *Tetris*(kit)
- Bally/Midway: *Atlantis* and *Legend of Tonma*
- Capcom: *Strider*
- Data East: *Apache 3* and *Hippodrome*
- Exidy: *Yukon*
- Fabtek: *Dynamite Duke*
- Jaleco USA: *St. Dragon*(kit)
- Konami: *M.I.A.* and *Bottom of the Ninth*(kits)
- Leland: *Super Off-Road*
- Nichibutsu USA: *Atomic Robo-Kid*(kit)
- Nintendo: *PlayChoice* in kit and countertop
- Premier: *Hot Shots*
- Romstar: *Downtown* and *Bloody Wolf*(kits)



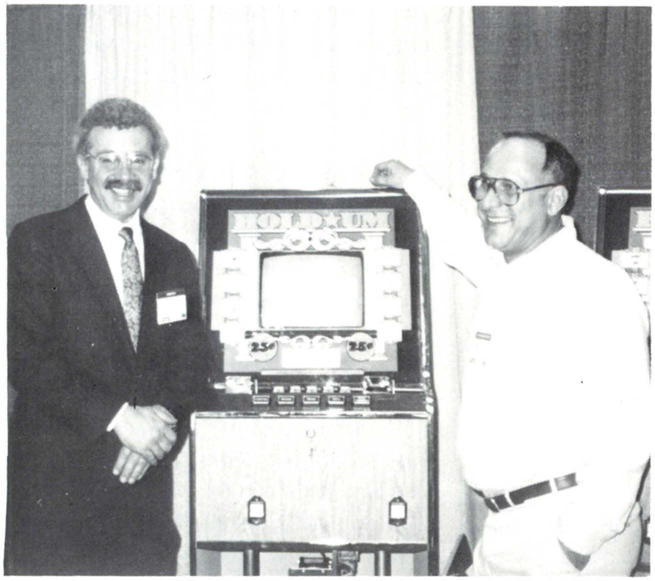
Adastra's basketball staff, (l to r): Foster Brashear, Eric Brashear, and Mark Pscheid.

The "jokers" behind Williams' *Jokerz!*, (l to r): Python Anghelo, Barry Oursler, and Bill Pfutz.

Mickey Leon of Tavale Amusement takes his cuts on Konami's *Bottom of the Ninth*.



Dale and Mineko Moore of L.A. Games play SNK's *Mechanized Attack*.



Rene Louvat (l) and Daryl Saldausky of Altec are happy to add *Hold 'Um* to the company's product line.

In front of Plateau's Angle System cabinet, (l to r): Trudy Oakland, Dave LeAnna, and Jacquelyn Putlak.

- SNK: *Mechanized Attack* and *Ikari III: The Rescue*
- Sega: *Turbo Outrun*, *Gain Ground* (kit) and *Wrestle War*(kit)
- Sharp Image: *Hard Head*, *Ordyne* and *Twin Falcon*
- Sunsoft: *VS. Platoon*, *Tough Turf* and *Bay Route*(kits)
- Taito: *Superman*, *Operation Thunderbolt* and *U.S. Classic*(kits)
- Tecmo: *Tecmo Knight*
- Williams: *Jokerz!*
- Yankee Games: *Grudge Match*

(Note: The games that are not yet available may or may not be offered as kits. Check with your distributor.)□

Music, darts, table games

by Valerie Cognevich

Often called one of the staples of the industry, the jukebox is celebrating its 100th anniversary this year. Not coincidentally, this year jukeboxes found a receptive audience among operators seeking solace from escalating price tags on video games with unsure odds of living up to expectations. Although most were willing to part with their money at the casino, most were very hesitant about committing to unproven video games.

Operators have been cautiously studying the jukebox market and found a variety of models from the major manufacturers to choose from. Although Seeburg was the first to tout the CD jukebox, it wasn't until others such as Rowe and NSM introduced their CD offerings that operators began taking it more seriously. Speculation that CD is the wave of the future, mixed with a generous helping of "45s are here to stay," did little to enlighten operators about what is down the road.

Most of the operators we talked with seem more confident in investing in CD boxes for various reasons. "I have been watching the local record store and have seen CDs gather momentum," noted one operator. Another added, "If the public is buying CDs then there is no doubt that CDs will eventually dominate the jukebox market."

However, there are still those that refuse to be swayed away from the familiar friend, the 45. "There is no way that 45s are going to be obsolete anytime in the near future," asserted an operator. "I have operated 45-rpm jukeboxes for many years and I will continue to operate them and buy new ones," he added.

As determined as he sounded, though, he did admit that he has added several combos (45s and CD on the same box) to his route. Entering the CD generation of jukeboxes gradually seems the more popular way to test the waters. Many operators are taking a wait-and-see attitude but at the same time are adding jukeboxes that use both 45s and CD. One Midwest operator said he stocks his combo unit with CDs featuring the oldies and 45s for the new releases, as usual. He believes that 45s will eventually become the dinosaurs of the record industry, but doesn't believe they will disappear any time soon.

> *"The most extraordinary jukeboxes were seen in the Carson City Parlour booth."*

Joel Friedman of Rowe believes that operators should begin to expose their locations to CD jukeboxes. He said in an article that appeared shortly before the show, "I strongly suggest that all operators should start thinking about CD music; whether with a dedicated unit or a combo unit, they should start looking into it. A CD jukebox can give the operator the opportunity to do something more favorable in his locations."

Seeing a rise in collections and the ability to increase pricing with CD jukeboxes may just be the advantage operators are searching for. An East Coast operator said his locations were skeptical about increased pricing, no matter what the reason. He talked the location into letting him add a CD jukebox and collections escalated and remained there. "The owner was amazed. I didn't want to let on but I was kind of amazed myself!"

Rowe showed its highly-successful *LaserStar* dedicated CD jukebox; the *RoweStar 45*, a dedicated 45-rpm jukebox; the *ComboStar*, for both 45s and CDs; and a new wall model called the *WallStar* to interface with the *LaserStar* or the *Hideaway*.

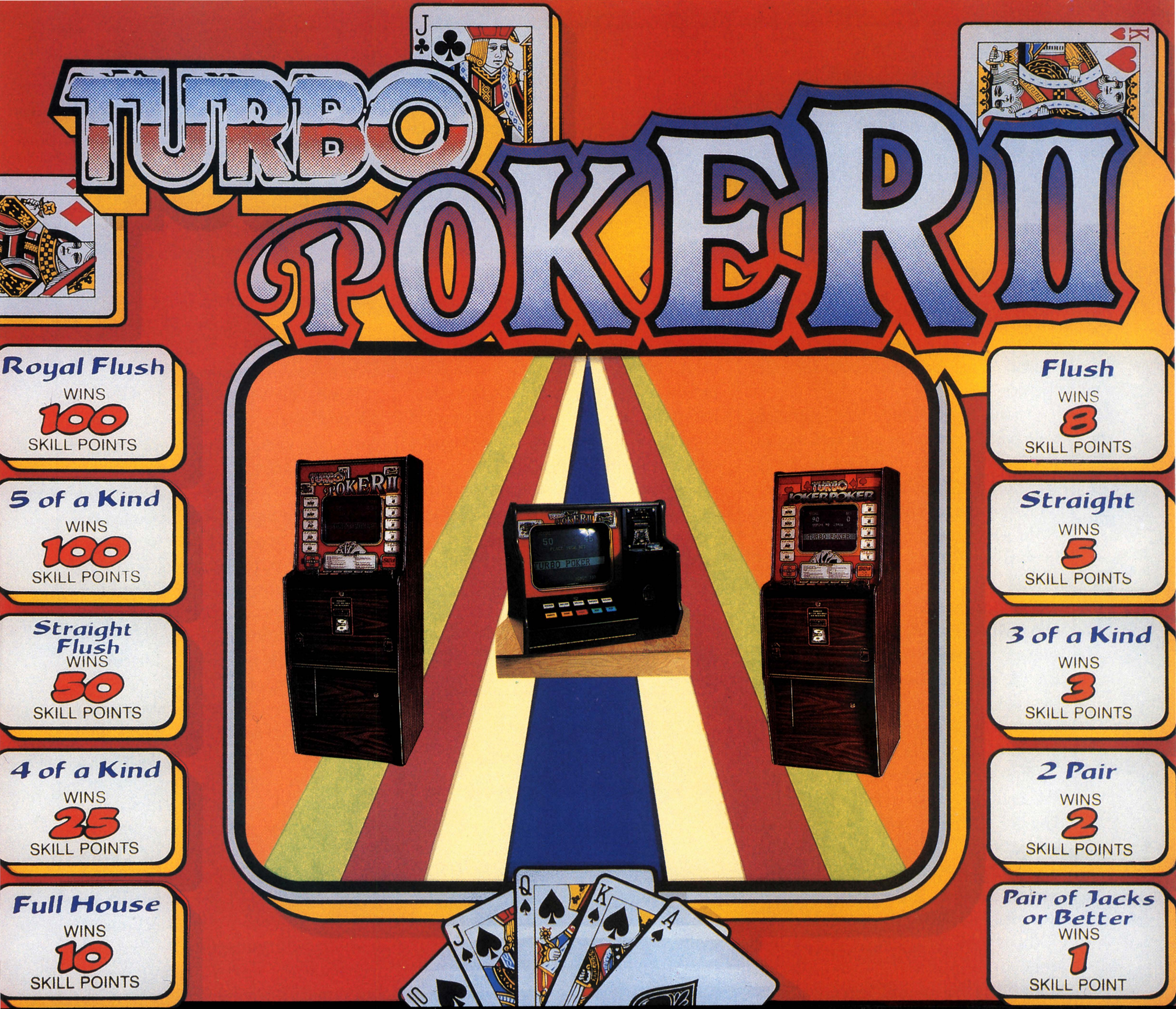
NSM/Loewen has been called the "German Giant" in jukeboxes. The company had a very successful ATEI show in January in London and continued that success at ACME. The company showed its dedicated CD unit, *Galaxy*, completely designed by NSM with 100 CDs in two stacks, a dust-protected disc drive, and adaptable to CD albums or CD singles; *Caravelle* wallbox for use with dedicated CD jukeboxes; *Firestream* wallbox with a more old-fashioned motif for use with a dedicated CD unit; and *Fire*, a wall-mounted dedicated CD jukebox.

Rock-Ola showed a CD/45 combo unit, *Model 498CDX*. Rock-Ola also has a delightful jukebox called *Nostalgia* with the grand styling of the '40s and technology of the '80s. The company's literature says, "Designed for the eye and engineered for the ear."

Wurlitzer, a familiar name in classic jukeboxes, showed its *One More Time*, with the design of the classic *1015*. Wurlitzer also showed a CD unit, *Carnegie*, but the pizzazz just isn't there on this one.

We mentioned earlier that Seeburg was the first out of the gate with its CD jukebox and its *LaserMusic* was on display at the show. Seeburg also showed its *Classic*, a nostalgia box with CD technology inside.

TURBO POKER II


Royal Flush WINS 100 SKILL POINTS
5 of a Kind WINS 100 SKILL POINTS
Straight Flush WINS 50 SKILL POINTS
4 of a Kind WINS 25 SKILL POINTS
Full House WINS 10 SKILL POINTS
Flush WINS 8 SKILL POINTS
Straight WINS 5 SKILL POINTS
3 of a Kind WINS 3 SKILL POINTS
2 Pair WINS 2 SKILL POINTS
Pair of Jacks or Better WINS 1 SKILL POINT
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TURBO JOKER POKER
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The most extraordinary jukeboxes were seen in the Carson City Parlour booth, where you could hear your favorite songs coming from a '57 Thunderbird rear-end turned jukebox, a '49 Country Classic pick-up truck with tweeters in the air horns, a '57 Chevy tail-end made into a couch/jukebox, or a '50s Star Cruiser yacht. The company's theme designs fit various motifs from a '50s location perfect for the '57 Thunderbird model, called the *Songbird*, a country/western place just right for the Country Classic, or the cruiser for water themes.

Carson City Parlour has contracted with NSM to install its units into the unique jukeboxes. Said Caron City's Paul Harmon, "There is only one jukebox with a number of custom shells. We use NSM's ES-4 technology (CD/45 combo) in most of them with all-round, full sound.

Another unique idea with a music-related theme was the *Laser Karaoke*, a sing-along system from Pioneer Laser Entertainment. The customer sings a song of his choice while the machine provides professional background music. The words appear on a TV screen read by a laser beam, with no contact between the disc and pick-up so it never wears out. The ACME booth was crowded as attendees tried their skill in sounding like Bruce Springsteen or Barbra Streisand. As a matter of fact, they did sound professional and had fun!

Music fans that visited the Mobile Records booth were treated to an autographed picture of Boxcar Willie, who was also starring in a show in Reno. Last year at AMOA, Mobile Records had K.T. Oslin, who was a rising country/western star. We recently had the pleasure of seeing her perform on the Country Music Awards. Ted Howell of Mobile Records was a speaker at the jukebox seminar.

Table games

The pool table manufacturers must have been pleased at the steady interest in one of the coin-op industry's most prized possessions, the pool table. Like the jukebox, pool tables are said to be an industry staple and it was never more evident. Mark Struhs at Dynamo said, "We had our best show in our company's history. We sure weren't expecting it." He attributed it to the line up of product including table soccer, air hockey, and pool tables.

Mark said he has noticed an increased market for pool and other table games in the last year. "Operators know that they can make money with pool and sales have been very steady."

Valley agreed, saying that operators want equipment that makes money, and pool is the best equipment to do it with. Valley showed a new pool table with a bill acceptor called the *Leopard*. The electronic table allows the operator to pick his profit from rack play, time play, rack/time play, or whatever the location requires. A bill acceptor can also help the operator increase his pricing.

Valley also showed a unique piece called *Quik Poke*, a game based on Liars Poker. Available as a table to stand around or a cocktail version to sit down by, the game kept players fascinated. Operators found the game different, and most were anxious to give it a try in special locations.

> *"This year jukeboxes found a receptive audience among operators seeking solace from escalating price tags on video games."*

Interactive games are a specialty for Intermark Amusements. The company showed an innovative game combining the strategies used in shuffleboard with the shot-making skills required for billiards. *Billi Puck* features a 51-inch by 101-inch cabinet, making it more adaptable in smaller locations than a bigger shuffleboard. Players propel their puck up and around the middle column and back down the other side for points. It's certainly worth another look.

Another offering from Intermark was *Tournament Master*, coin-operated ping pong. The durable table tilts when not in use and lifts level when coins are inserted. It would probably be hard to find someone who doesn't have some fond memories of a game of ping pong. It's appealing to women, children, and men.

Innovative Concepts in Entertainment (ICE) showed a new and improved model of its ever-popular *Chexx* game. *Super Chexx* features new electronic design, improved cabinet, reinforced players and unbreakable player shafts, and improved reliability and accessibility. Ralph Coppola, president of ICE, said, "I remember the first time we exhibited this game. Even with high expectations, we never thought this game would remain as popular as it has."

Besides the *Super Chexx*, ICE showed *Turbo Drive*, a one- or two-player slot-car racing game. Players race around a miniature race track under a plexi-glass dome.

American Shuffleboard is a name as familiar as apple pie. The company's product line-up includes the *Classic* pool table with the new slim-line design and a tamper-proof cashbox. It's *Royal* shuffleboard features a newly-designed scoreboard and is available in sizes ranging from 16-foot to 22-foot.

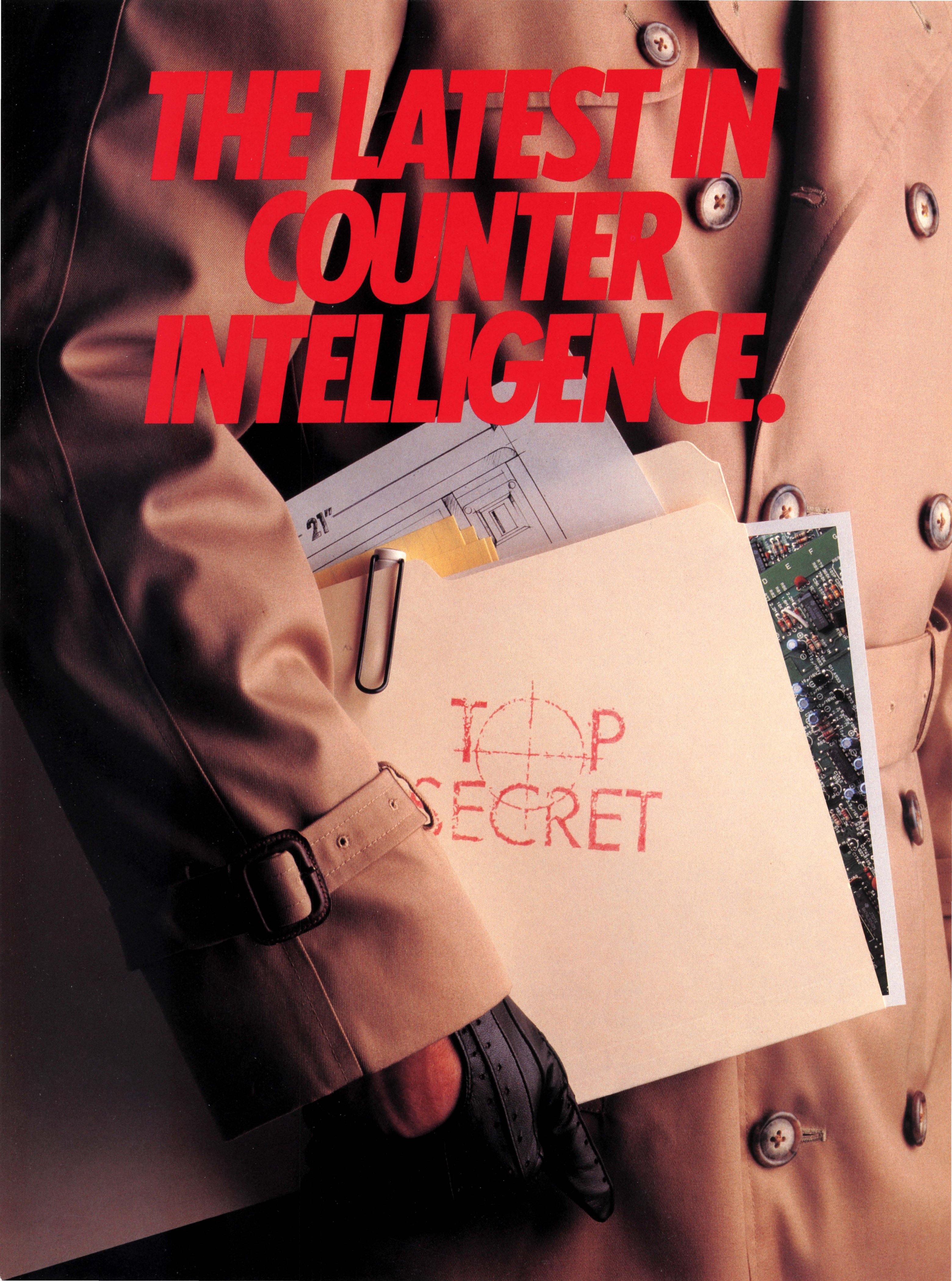
Playfair Shuffleboard showed its fast-action shuffleboard, *Grand Master*, with a three-inch solid maple playing surface, available in a range of sizes. Playfair's Brian Crowl said, "Shuffleboard is becoming more attractive to operators because of investment security. Everyone already knows what shuffleboard is but many were viewing it in a new perspective for their locations."

He added, "Operators are impressed with the steady money. It may not be the big money up front as video but the games have great resale value, and very little maintenance. Women love it and it's not an abusive game."

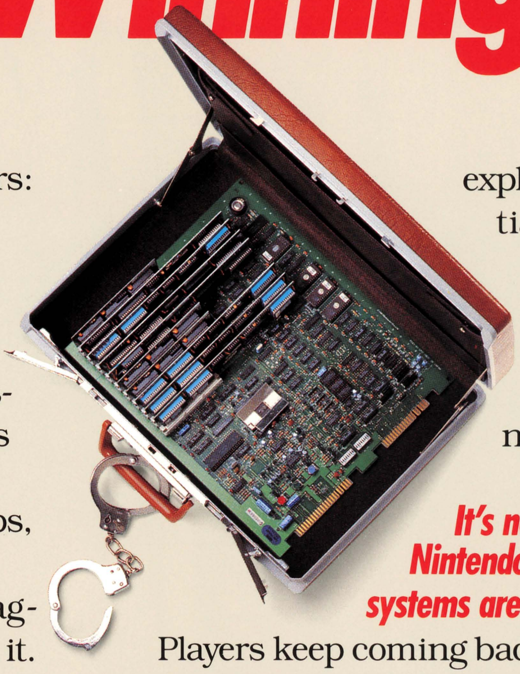
Bowlers have got to be in the same category—steady earning, long-lasting, and fun. Skee-Ball calls its game "the game they keep coming back to." Skee-Ball, invented in 1909, continues to draw players of all ages.

Troy M Enterprises also has a bowler called *Super Ball*, available in 10-foot and 14-foot models. Rich Moniz says to operators, "Your confidence in us is all important and we protect that confidence the only way we know how, by insuring the longevity of your investment."

Penn-Ray Sutra is the official distributor for the Tournament Soccer foosball game. The company offers a

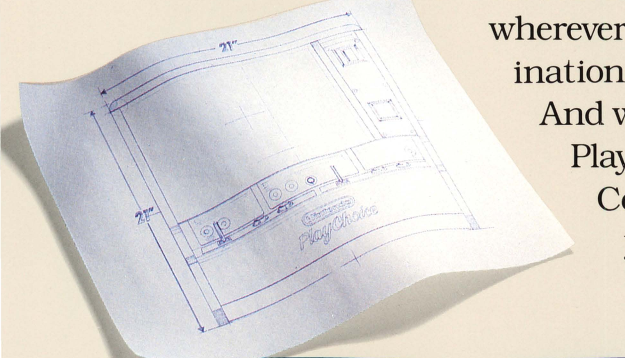

THE LATEST IN COUNTER INTELLIGENCE.
21"
D E F G
TOP SECRET

Nintendo's Play
is Winning the



Attention all distributors and operators: Latest intelligence from the game front shows that Nintendo's PlayChoice CounterTop System is the new leader in space technology.

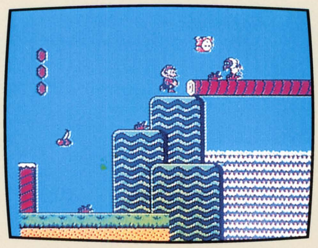
This condensed version of the successful upright PlayChoice unit is filling voids where coin-operated video games of this quality have never ventured—counter tops, bars, tables and wherever your imagination can take it. And with the PlayChoice CounterTop you can explore those potentially profitable *black holes* in establishments where games have never been played.



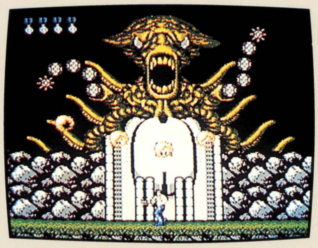
It's no secret that Nintendo's PlayChoice systems are big money makers.

Players keep coming back to PlayChoice. That's because they get to pick from five to ten of the hottest titles around. What's more, PlayChoice gives them outstanding game graphics and space-age controllers.

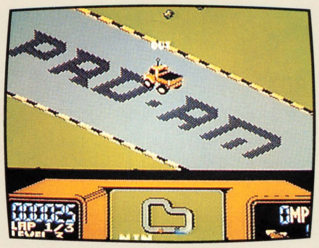
Double Dragon[1]



Super Mario Bros.2™

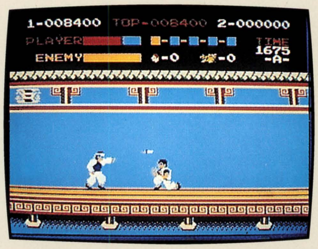


Contra[2]



R.C. Pro-Am™[3]

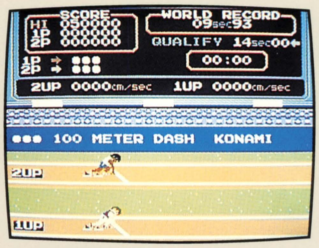
Mike Tyson's Punch-Out!!®



Kung Fu[5]

TIME
109 KM/H
SCORE
040
PAUSE
08383

Rad Racer™[6]



Track & Field™[7]

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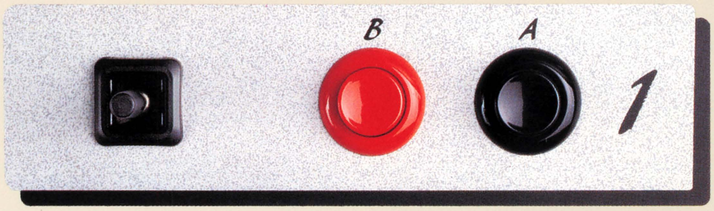
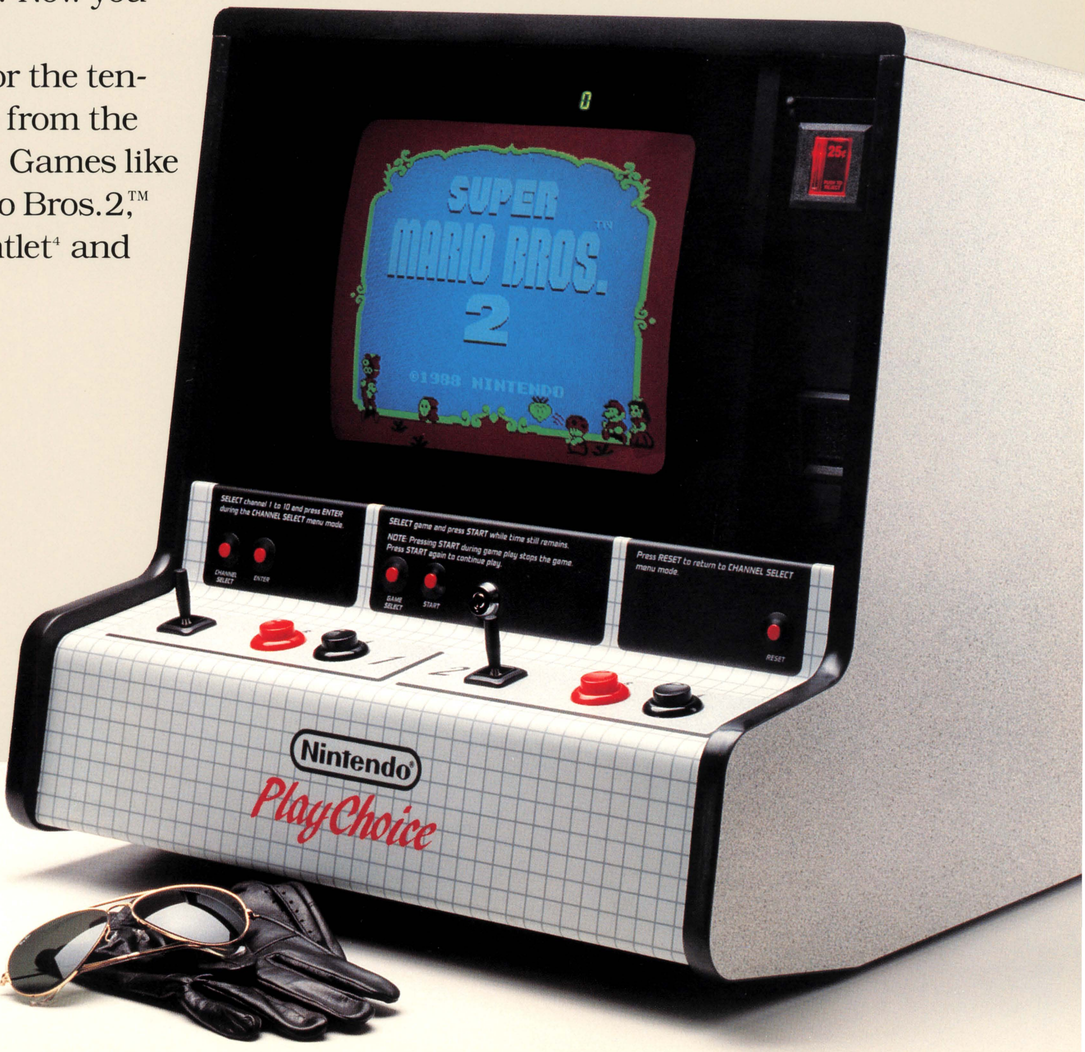
*[1] ™Tradewest, Inc., ©1988 Technos Japan Corp., [2] ™&© 1988 Konami Industry Co., Ltd. [3] ®1987 Rare, Ltd., [4] ®&© 1985 Atari Games Corp. [5] © 1984 Irem Corp., [6] © 1987 Square Co., Ltd., [7] ™&© 1987 Konami Industry Co., Ltd.

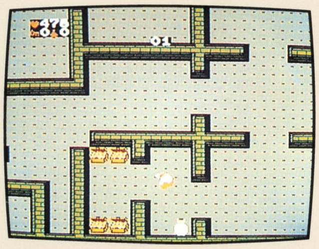
Choice™ CounterTop Battle for Space.

Distributors and operators with full-size PlayChoice systems already know how easy it is to change and upgrade game software. Here's better news: PlayChoice software is interchangeable between CounterTop, Upright and Converted units. Now you have more choices than ever!

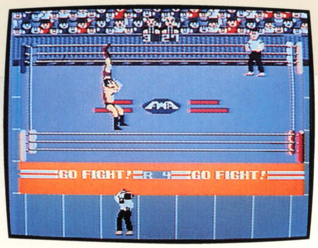


With either the five-game or the ten-game option, you can choose from the hottest titles in the business. Games like *Double Dragon[1], Super Mario Bros. 2,™ Contra[2], R.C. Pro-Am,™[3] Gauntlet[4] and Mike Tyson's Punch-Out!!® With more than 25 games in the PlayChoice library, you can design your unit to fit the location, keep the action fresh and watch the money roll in.


SUPER MARIO BROS. 2
©1988 NINTENDO
25¢
SELECT channel 1 to 10 and press ENTER during the CHANNEL SELECT menu mode.
CHANNEL SELECT
ENTER
SELECT game and press START while time still remains.
NOTE: Pressing START during game play stops the game. Press START again to continue play.
GAME SELECT
START
Press RESET to return to CHANNEL SELECT menu mode.
RESET
1
2
Nintendo
PlayChoice



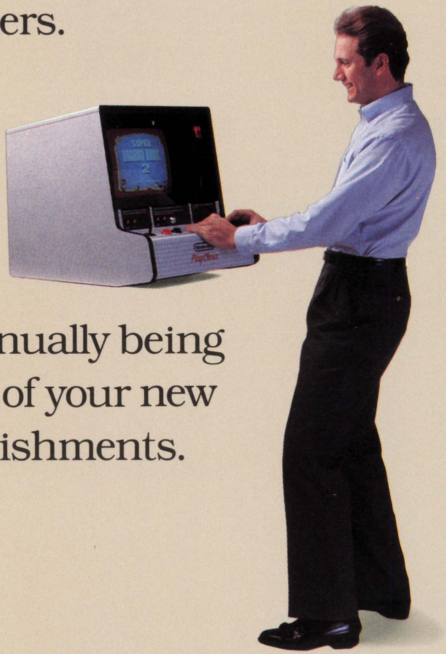
Gauntlet [4]


GO FIGHT!
GO FIGHT!

Pro Wrestling

A little more choice means a lot more profit.

- PlayChoice™ CounterTop opens a whole new dimension in space. You can cash-in on new territory.
- Give players the choice they want. PlayChoice CounterTop comes with 5 to 10 game options.
- Choose from the top titles in the business. PlayChoice gives you the winners.
- Mix and match. Move titles between your Uprights, Conversions and CounterTop units. It's easy. And it's smart.
- At Nintendo, software is continually being developed to accommodate all of your new PlayChoice CounterTop establishments.



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Mitchell Nichols of Special Concepts with the Exidy crew, (l to r): Caron Callender, and Jeff, Amber, and Virginia Kauffman.

Juan Fluxa of Delta Electronics in Santiago, Chile, tests Premier's new pinball, *Hot Shots*.

John Giles of Midway Grocery isn't clowning around on Williams' *Jokerz!*.

Betson's Bob Boals takes a sharp turn in Atari's *Hard Drivin'*.

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Standing in front of Baton Security Sales' double door lock, (l to r): Steve Shiao, Frank Minnella, and Marcel Lashover.

SHOWCASE
Quick Silver

Ron Jaffe of Showcase explains *Quicksilver* play to K.P. McKerracher of M.G.A. Ltd. in Canada.

dome to minimize lost balls. Penn-Ray's J. Calvin Donald said that table soccer is again gaining interest from operators interested in seeing a fair return on investment from their equipment.

Table soccer, or foosball, was introduced in the United States about 15 years ago. Through the years the sport has been up and down. "It goes in cycles," noted one manufacturer. This year, the sport is taking off again on one of its "up" cycles. Manufacturers of the table soccer games report an increase in sales and interest. Those showing table soccer games included Dynamo, Penn-Ray Sutra (the exclusive distributors of the Tournament Soccer table), Tornado (who are hosting an array of money-winning tournaments), and Valley.

Though not as popular as foosball, air hockey continues to attract fans. Dynamo's Mark Robbins is very positive about the game and is a dynamite player himself. He heads up air hockey tournaments and is pleased with the results. There will be a tournament in Houston at Fame City in April.

Darts

The major electronic dart companies have captured a large audience that is growing larger each year. Merit Industries showed a smaller version called *Golden Darts*, designed specifically for the German market. Merit also showed a sonar detector which registers all darts hit—even ones outside the target area. Players won't have to hit the player change button on automatic player-change function. Merit's *Pub Time Premier Edition* will include the new sonar feature. Merit, along with Valley, sponsors the AMOA National Dart Association tournament, this year to be held in Las Vegas on May 3.

Arachnid introduced a conversion package for its electronic dart line "to improve profits." The new 4500/5000 kit transforms any English Mark Darts into the all-new Super 6 Plus II. The kit includes component tray, video monitor, power supply, lighting shroud, Arachnid web, new decals, wiring, and construction hardware.

The *Super 6 Plus* model 6300 features new cricket games and new features like the double bullseye and league slot to allow league sheets to be placed inside the game.

Arachnid will host its Bullshooter IV World Challenge of Champions International Dart Championship in Chicago on May 26.

Arachnid also showed its exquisite oak cabinet English Mark Darts. Designed to look like a piece of furniture, the game features laser cut designs for the look and feel of old-world carving.

To add that special something in the way of dart supplies, Great Lakes Darts Distributors and Owl Darts displayed their wares. Great Lakes is offering a complete, 25-page catalog complete with everything from flights, darts, and shafts to wallets, chalk bags, and other accessories. ☐

Cranes, coin pushers, and basketballs

by Bonnie Theard

Just as the movie "Planes, Trains, and Automobiles" mixed the talents of John Candy and Steve Martin, the other-than-video choices for ACME attendees included a game mix as varied as the players themselves.

The flood of basketball games continued, joined by an approaching army of golf games. Coin pushers that have been around for many years made a strong showing as they had last November. Steady, income-producing video card games were in abundance, as well as the now-venerable workhorse cranes that are being revived in jumbo sizes.

Here are some enlightening statistics in an alphabetical listing of equipment categories, indicating the number of companies showing product: Basketball-9; Coin Pushers-7; Cranes/Rotaries-12; Countertops-5; Golf-4; Merchandise Suppliers-17; Redemption/Novelty-10; Roll Downs-3; Video Card Games-6.

These numbers show an emerging interest on the part of operators in diversifying the game mix. Burned by games with poor ROI, operators are looking more carefully before they leap. The strong track record of redemption equipment is a potent drawing card for those desiring game longevity.

Some comments overheard on the plane trip to Reno gave a good idea of where operators' heads are turning today: "Some big videos run $6,000 and they're only good for six months." "The last pinball I bought cost $3,300. We can't make it with prices like that." "Today games are built better electronically, but not mechanically—they can't hold up to the wear and tear."

Keeping this in mind, what "other" equipment did operators find of interest at ACME? Locations are swearing by the income of basketball games. Like the earlier crane heyday, a multitude are available. Four-player games and two-hoop models are the latest in basketball developments. Some feature metal construction, some are lightweight PVC.

Basketball

In the metal construction category, Smart Industries' debuted its *Shoot to Win! II* 2-Hoop game that encourages friendly competition among players. Features include a photo-eye sensor, microprocessor gameboard, metal ball locking gate, and options such as ticket dispenser, high score winner bubble light, top net cover, and Rowe $1 and $5 bill acceptor.

Adastra's *Hoops* folds up to a 5 ft. by 2 ft. by 32-inch size to make it easily transported or stored. The unit features

LAZER-TRON
LZT
VORTEX

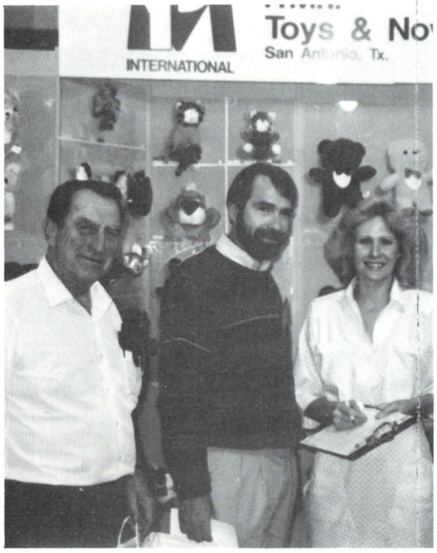
The sound alone guaranteed a crowd by *Lazer Tron*, a new arcade/amusement park game.

TECMO KNIGHT
TECMO

Tecmo's Michael Robinson (l) and Ken Nakata by their new video, *Tecmo Knight*.

U.S. GAMES, INC.

At the U.S. Games booth, (l to r): Michael Lansing of Valley Amusements, Mike Pace, Lynne Myers, and Mike Horan.


INTERNATIONAL
Toys & No
San Antonio, Tx.

Janet Hammond of P.M.I. writes an order from Norman and Greg Grenon of Grenco Vending.

Allen Babin of Atlas Amusements sits behind the wheel of Sega's *Turbo OutRun*.

Bonita Marie's Lou Capetta (l) shows merchandise to Richard and Marcie Seninsky of Wizard's World. Richard is the "Un-Crank."

Doug Hutton of EBS Games tries to fit the pieces together on Atari's *Tetris*.

Brad Brown of United Amusements enjoyed *Bay Route* from Sunsoft.

Larry Berke (l) and Jim Prokop of Jaleco stand beside *St. Dragon*, which is inside Jaleco's new Lo Pro cabinet.

Super Select System
HORIZONTAL CONVERSION KIT

Rodney Frenette of Frenette Amusements in Canada checks out *Pool*, a horizontal kit on Arcadia's Super Select System.

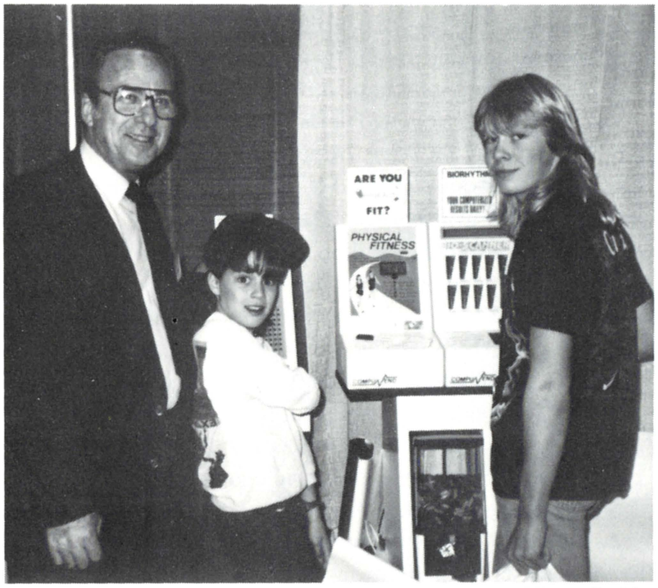
GAIN GROUND

Don Panec of EPXY Software Distributing plays Sega's *Gain Ground*.

SPECIAL
$995.00
MUST PLACE ORDER AT SHOW
DRAW

Eugene Mars of Green Games (l) and Jim Pietrangelo of SMS with *Draw Poker* in a casino-style cabinet.

There's a new American company in the industry. It's Yankee Games, a joint venture between Atlas's Ed Pellegrini and Incredible Technologies' Elaine and Richard Ditton. The first game is *Grudge Match*.


ARE YOU
FIT?
PHYSICAL FITNESS
BIORHYTHM

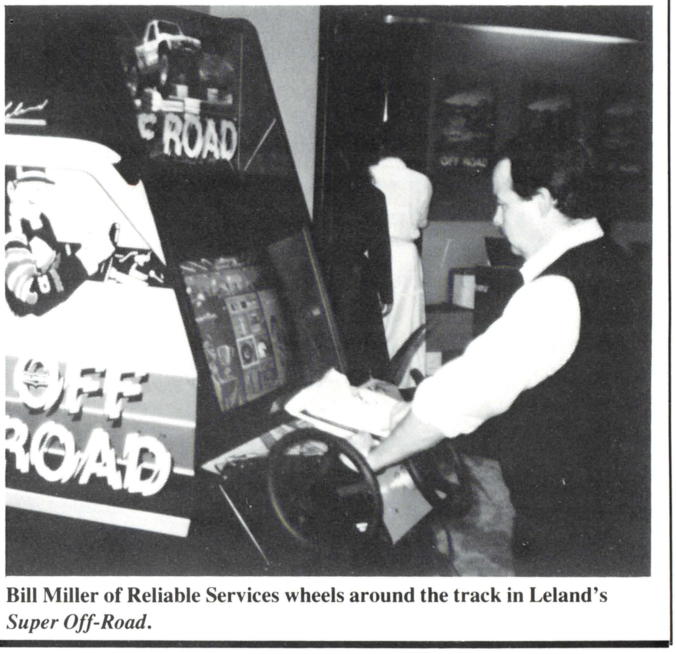
Mayoni's Oscar Robins with young players Joe Stuart and Drew Jenkins of Winn Amusements.

Paul Stewart of Data East checks out the action on *Apache 3*.

TORNADO TABLE SOCCER INC.

Tornado's Mick White (l) give Jeff (c) and Richard Welch some foosball tips.

Big Mario meets little Mario at the Acme Premium booth with Jack Kelly and the Princess (Paula Mayer).


ROAD
OFF
ROAD

Bill Miller of Reliable Services wheels around the track in Leland's *Super Off-Road*.

dual beam photocell scoring, transparent fiberglass screen side panels, two-player scoring, and many operator settings.

Doyle & Associates offers the latest edition of *Hoop Shot!* in *Hoop Shot! Gold*, a steel frame game with high-impact netting grid panels. The game uses any size basketball and offers a list of options that include a ticket dispenser and Mars $1-2-5 bill acceptor. Doyle's *BullPen* was also on display, joining the company's baseball game lineup.

Altec Manufacturing displayed *Altec Basketball* that features an all-steel frame, simple electronics, electric eye scoring, dual coin mechs, and tamper-proof ball gate. The game will hold one to 99 play credits. Options are bill validator with stacker and ticket dispenser.

Design Plus offers two models of *Quik Shot*: standard and compact. The game is selectable from one to four players and features a flashing high game scores that encourages challenge matches. Among the options are bill acceptor, crown top net, and ticket dispenser.

Kramer Manufacturing displayed its *Superstar Basketball* for one to four players. The realistic scoreboard shows playing time, high score, and player score. Tamper-proof ball release and four period game play plus options complete the package.

In the durable, lightweight PVC construction category, Merit Industries' *Sooper Shooter* has easy-to-read scoring, dual coin mechs, adjustable playing time, and bonus replay. All electronics are on a single board, easily accessible for operator-adjustable settings. Ticket dispenser, bill validator, and full canopy are options.

Grayhound Electronics offers the *Sharpshooter Basketball* game that it currently promotes with tournament play under the name *Coors Light Sharpshooter Basketball*. The one-or two-player game features free game point setting and space-saving design. Options range from netted dome cover, spotlight control for dark areas, and Mars high-currency bill acceptor.

Intermark Amusements exhibited *Competition Basketball*, the two hoop edition that's ideal for league and tournament play. Adjustable price and time settings, solid state electronics, and ball sensing device with five year limited warranty are some of its features. There's also a one-player *Countdown Basketball*.

Gamemasters displayed its *Double Shot Basketball* of PVC construction, available in a single or 2-hoop version.

Golf

Betson put golf games in a new format with its cage design *Big Hitter* that invites players to step inside and take their best swings. A special golf ball attached to a stationary housing allows players to take a full swing without the ball traveling. A 3 ft. by 5 ft. backglass shows percentage left or right of center plus distance and high score. The game is slated for early summer availability. Sound effects include comments on the player's skill, such as: "Oh, you can do better than that!." "Good shot!," and "Get ready, here we go." *Big Hitter* has a sense of humor and laughs at a poor try.

> *"Today games are built better electronically but not mechanically—they can't hold up to the wear and tear."*

Vari-Tech featured its compact *Mini Pro Golf* for one or two players to play either nine or 18 holes. A scorecard is delivered at game's end. A black mesh screen covers the putting surface and prevents balls from being lost. Numerous options are available. Vari Tech also showed an oversized golf simulator that offered 18-hole play with big screen viewing of major golf courses across the country such as Pebble Beach and Doral. This is the first time the company has displayed this unit at a national show.

Troy M Enterprises showed its *U.S. Indoor Golf* game that gives a three-minute round of nine holes for a single player; there's also Match Play or Tournament Round for one to four players. The Skins Game is for two to three players and gives bonus points for holes won. The game features changing cup placement and green layout with each hole played.

Intermark exhibited *Pro Golf*, a "golfer" that features microwave sensors that measure speed and yardage. The electronic display comments on accuracy and gives an overall average of a player's performance. The company also showed *Touchdown Football* that tests football passing prowess. It has adjustable price and time settings, electronic ball sensors, dual coin mechs, and prewiring for a ticket dispenser.

Coin pushers

Three especially attractive coin pushers at the show were *New York, New York*, *Silver Splash*, and *Riviera*. All three units are available from both Betson Enterprises and Coin Concepts.

New York, New York is a fully-metered, two- player or six-player game with moving skill slide, adjustable bonus award, and tilt alarm system. The cabinet is gold, red, and black and features a colorful backdrop of the New York skyline. *Silver Splash* is a hexagonal-shaped coin pusher for up to six players. It features a wide playfield, ticket or token award, and moving slide with changing bonus. The cabinet is red and gold. The wide, six player *Riviera* offers three stations on each side, a bonus stacker feature, and progress jackpot slide. There is also a prize display option. The cabinet is red, blue, and gold.

Another multiple player pusher, the *Gold Mine*, was exhibited by S&M Amusements. It offers sound effects on bonus wins, full-tilt alarm, and either a three-player or six-player option. The cabinet has a large overhead marquee, a wide playfield, and comes in a red and gold cabinet. S&M featured a single as well, *The Merchandiser*, in an all white cabinet with security alarm and infra-red eye coin slot for minimum downtime.

Single player coin pushers were available for those who want to try the type of game but have a limited amount of space. Showcase's *Quicksilver* is a pachinko coin pusher that accepts either quarters or tokens. The game is metered, offers bonuses, and has a full alarm system. The cabinet is bright red with silver trim.

Klondike is a single player coin pusher from Crompton obtainable only from Betson Enterprises. Slated for mid-May availability, *Klondike* has a token or ticket payout, extra-wide viewing area,

Terry Volk (l) of Bullseye Inc. looks over NSM jukeboxes with NSM's Mike Jablonski.

Super 6 Plus II
ENGLISH MARK DARTS

Arachnid's John Farmer (l) and Gene Harlan.

Debbie and Steve Davis talk over darts with Owl Dart's Russell Kinzinger (l).

With the Seeburg jukebox are Jim Kamas (c) of Kamas Vending and Keith White (l) and Tom Siemieniec of Seeburg.

Super Poker

Scott Pierce of Best Leisure (r) shows *Super Poker* to Joe Fletcher of Valley of the Moon Vending.

Paul Cardea of Imperial International demonstrates the game of foosball.

colorful mountain view backglass, and comes in a bright red, yellow, and blue cabinet with gold trim.

Gamemasters showed its *Sharp Shooter* single player pusher that can be set for quarters or tokens in and/or quarters or tokens out. Fitted with a ticket dispenser, the game features include a skill aim stop, skill ledge stop, security system, and optional dollar bill acceptor.

The largest coin pusher displayed was the *Clown Town* from Amusement Concepts. More like an entertainment center, the unit includes a 10 ft. by 15 ft. oak and brass kiosk, two five-player pusher machines and two four-player pusher machines, four brass showcases, electrical hookups, tokens, signs, and blue chips. The company makes the pushers available separately in either five-player or four-player sizes.

Cranes and rotaries

The biggest news in cranes is that jumbo cranes are the most desirable configuration today. Whether it is the playing public's familiarity with single cranes or not, the once popular single is now out and jumbos are in.

SMS debuted its *Goliath* solid state jumbo skill crane that has a complete light package, music and sound package, extra large viewing are, prize detection system, and $1/$5 bill acceptor.

The value perception of the larger prizes in jumbo cranes account for their increased popularity from the player's point of view. The larger amount that can be charged per play also appeals to the operator.

Coin Concepts introduced a jumbo crane, the *Playland* super single. Joining this model in the booth was the *Carrousel Crane*, a three- player unit that forms a hexagon when backed up to a sister unit. It comes in button or joystick model and has optional prize counter and bill acceptor. The *Classic Jumbo* with bill validator is also available from Coin Concepts.

Smart Industries brought out its *Clean Sweep Giant Single* that holds 10 dozen items that measure up to 13 inches tall. Also featured was the *Clean Sweep Winner Every Time* set for $2 play and outfitted with a bill acceptor and 525 stacker. Smart also had its rotary *Diamond Mine* on display as well as its double *Clean Sweep* unit.

Grayhound's *Deluxe Jumbo* with bill acceptor was also on display. It has a 5.5 inch jumbo adjustable claw, rolling locking wheels, coin accumulator, game play options, and comes in button or joystick models.

Hollywood's *Freefall* drew a lot of attention as a new idea in merchandising. The object of the game is to bat freefalling plush into a redemption chute that enlarges in size depending on the number of coins used per play. This is the only game that handles any size plush and lets the players set the odds for winning. *Freefall* has both button and joystick controls and a $3,000 cash box (you read correctly). This tells us how much faith has been placed in the success of this machine, which will be available at the end of April. The arcade game version was shown at ACME; a street location version is planned in the future, as well as an infrared sensor that will tell the machine when a human being is standing in front of it. Hollywood also showed its *Jumbo Crane*.

> *"Some video games run $6,000 and they're only good for six months."*

Showcase displayed the *Animal House* toy vendor that promises players a win every time. An illuminated rotating carousel of prizes draws the player's attention. Game play is priced at either $1 or $2 per play. Each unit comes with bill acceptor standard. An extra strong claw can accommodate all size prizes.

The Showcase *Crown Jewels* rotary was also shown in both the 30-cup and 80-cup self-loading versions.

Coastal Amusements featured the rotary, *Treasure Island Gifts*, a four-player unit with adjustable turntable speed, full tilt alarm system, running lights, and sound system.

Betson exhibited its *Big Choice* triple crane, *Top Choice* super single with bill validator, and *Action Claw* in button or joystick model in a solid plywood cabinet.

Altec showed the *Ye Olde Gift Shoppe* single crane with adjustable timer, four-way joystick control, and tension adjustments for various size prizes.

Kramer introduced the *Skill Dozer II Crane Kit*, a self-contained unit that can be placed in just about any double or triple crane. It is designed to create new crane interest with the motorized truck that pushes prizes toward the prize chute. It installs right at a location and takes approximately 30 minutes to set up.

Gamemasters exhibited its *Super Spin Out* rotary with automatic gravity feeders, dual coin mechs, plywood cabinet, and front door accessibility for easy servicing.

Modern Advanced Technologies produced the *Diamond Claw* in a woodgrain cabinet that looks more like a piece of furniture than a game. Players use two button controls as they look down on the prize area and try to win a desired prize. Quality custom jewelry make for an attractive playfield of prizes.

Countertops and video card games

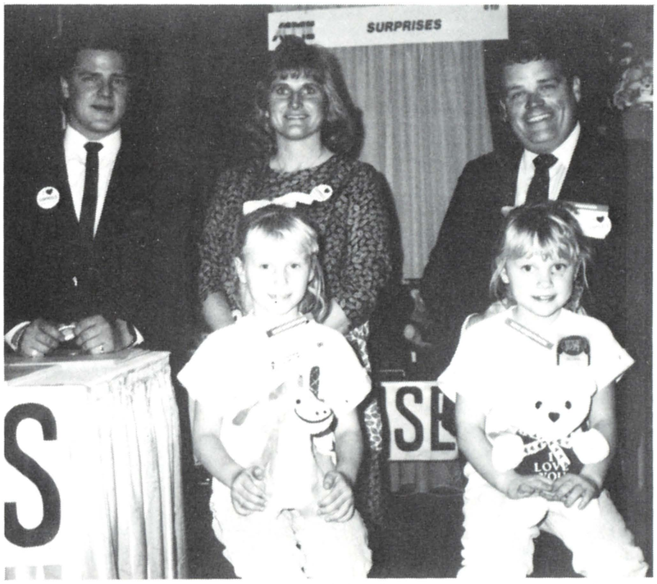
For video game players, Nintendo's *Play Choice CounterTop* with five game or ten game option is just what's needed in those tight-space locations. The game cabinet includes button and joystick controls for two players. Choose from 25 game choices such as *Contra, Double Dragon, Rad Racer,*) and *Mike Tyson's Punch Out!!*, among others.

Mayoni Enterprises displayed its line of impulse machines available for use as countertops or on a pedestal base. Included in the Mayoni booth were the *Physical Fitness, Stress, Love Tester*, and *Carmen, the Talking Gypsy*.

Merit has added another game to its Genie Games countertops with *Four Score*, a connect-the-dots game for one or two players. Other games in the Genie series are: *Bullseye, Pitter Pattern*, and *Scramble*. Merit also displayed its *Super Pit Boss* that offers a wide range of games including Bonus Blackjack, Roll Them Bones, Joker Poker, Off To The Races, four varieties of Super Trivia, Sex Trivia, Super Phraze Craze, and Super 7-Stud. *Super Pit Boss* kits are also available.

Merit's upright video card game, *Riviera*, was also in the booth along with *Keno Superstar*.

At the Coast to Coast Distributing booth, (l to r): Dan Fuller, Patti and Ben Santucci, Daniel Murtha, and Jaquelyn Hill.



Courtney and Nicole Brog in front of the Surprises gang, (l to r): Scott Ingemi, Kathy Moore, and Jim McVey.

Nintendo's Darlene Kindler and Don James manning the booth.

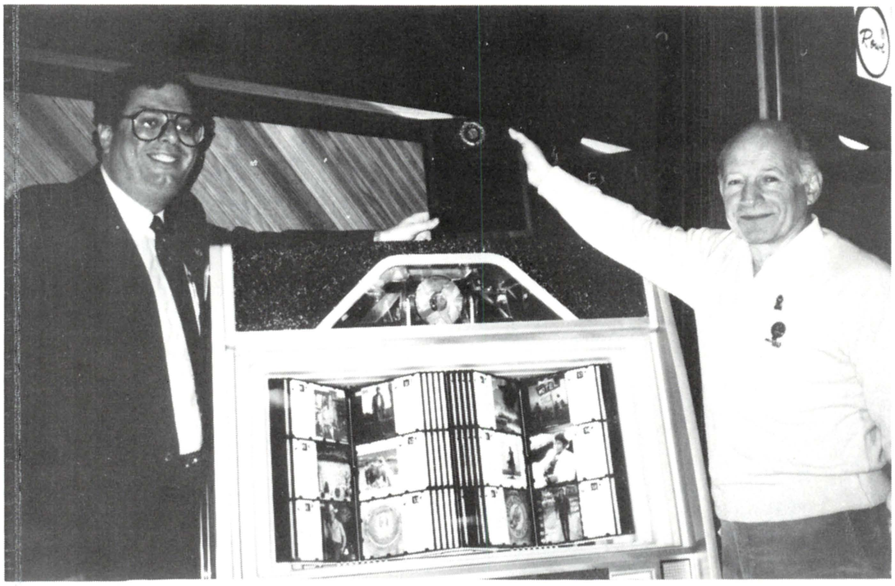
Intermark Amusements' booth drew crowds viewing its shuffle alley, ping pong, golf, and basketball games.

From left: Joe Sladek, Pete Bartola, and Alec Sprouse at the ever popular *Skee-Ball* booth.

Chris Brady (c) of Dynamo with Kentucky Coin's Jay Waldman (l) and Harvey Weingarten.

The Nintendo gang with "The Princess" and "Mario," (l to r): Jerry Monday, Mike Minor, Donna Hogan, Darlene Kindler, Linda Weber, and Chuck Arnold.

Dexter Liljegrn (l) and Jack Peterson of Funtronics play a game of shuffleboard at the American Shuffleboard booth.



Joel Friedman (l) and Jerry Gordon proudly display Rowe's Play Meter award for service and quality.

Stan Jarocki of Grand Products with daughter Sue of SNK.

CORPORATION

A group donning Dennis Sable's (Leland) "tie clones."

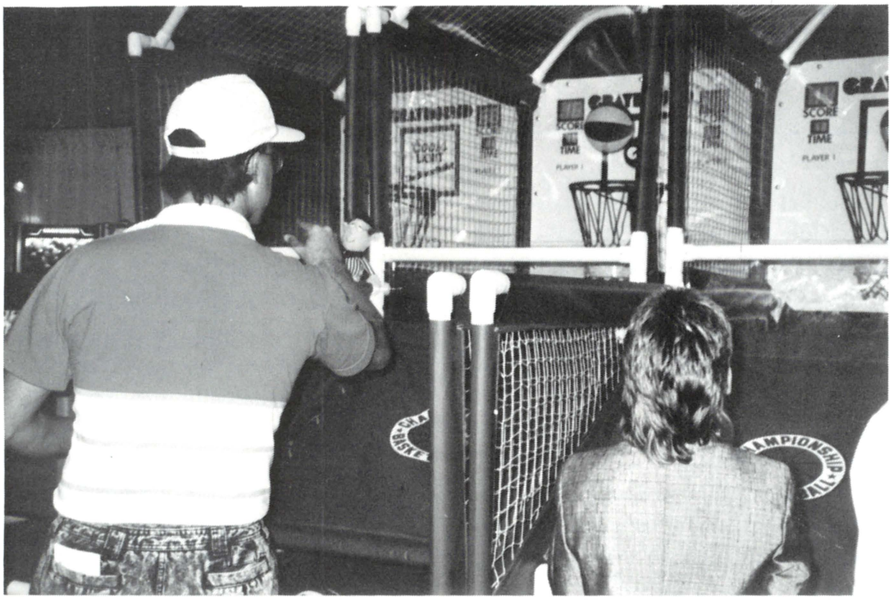
John Madden stopped by the operator's cocktail party and chats with Play Meter's Carol Lally.

Samples For Sale

Jim Hill (c) of Amusement Systems with Carolyn Campbell and Rick Gordon of Superior Toys.

URLITZER
One More Time

Bunky Bynam (better known as "Bunky the Jukebox Man") inspects the new Wurlitzer product line.


SCORE
TIME
PLAYER 1
CHAMPIONSHIP BALL

All age levels enjoy Grayhound's *Sharpshooter Basketball*.

Louisiana operators James and Judy Kelly with daughter Regina.

ROGE
WI   MS M
Maureen Shaw
Sheila Dellacona

Mike Pacak of Fun-N-Games with Roger Williams Mint's Maureen Shaw (l) and Sheila Dellacona.

COMPACT DISC

Ken Keim with the new Rock-Ola CD jukebox.

SMS has followed the success of its *Draw 80 Poker* with the *Draw 90 Poker* on display at Reno along with the new *Wild One*. *Top Draw* and *Keno* were also on view. In addition, SMS displayed its casino-style *Draw Poker* game that is encased in a stainless steel cabinet that ensures long wear on location. Bright new graphics on the glass were shown for the first time at ACME.

U.S. Games introduced new software for its *Super Duper Casino*, enlarging the games's capacity to 15 games in one package. The AutoSelect feature lets the operator select the number of games offered in the game selection menu, then it monitors play and substitutes alternatives for the least played games. The AutoAdjust feature adjusts play to suit the expertise level of a location's players. It comes in nine-or 13-inch monitor.

Grayhound exhibited a number of its upright video card games, including *Joker Poker, Super Poker*, and *Casino Games*. Grayhound also offers a swivel mounted table or countertop with five games in one. Its ''game changing'' feature has a satellite board that holds game ROMs. Changing games is as easy as changing a game chip or the complete satellite board.

Kramer displayed *High Speed Bonus, Jackpot Bonus, Riverboat Poker, Hi-Lo Double-Up Joker Poker, Draw Poker*, and *Kasino* at its booth. *Kasino* offers five games in one and features an attract message.

Tekbilt offered AT5100-TV Game System that uses a modified 19-inch color TV that is designed to switch from TV programming to video poker by remote control. Tekbilt's Player Remote lets customers play Joker Poker. The Supervisor Remote allows the location manager to instantly activate or deactivate the poker game from anywhere in the location.

Altec debuted the *Hold 'Um* video card game that has a woodgrain cabinet. The company has responded to customer requests that it add a video card game to its product line. Also introducing new product was Foxtronix with its newest, *Fox Keno*, displayed along with the *Fox Super Draw*.

Redemption and novelty

Betson featured a game that bridges the gap between video card games and redemption games. It plays like a slot machine but looks like an upright poker. Named *Reel Poker*, it uses actual ''reels,'' offers clear player instructions, adjustable pricing and operator adjustable payouts. It's Betson's newest in redemption.

Roosta Shoota from Coastal Amusements is a universally-appealing redemption/shooting game that rewards high scores with a chance to select a prize from a rotating carousel of choices at the top of the game. The cabinet is of plywood with a formica finish.

> *''The last pinball I bought cost $3,300. We can't make it with prices like that.''*

Another appealing game was *Jumbo* from Coin Concepts. A Glendale game being marketed by Coin Concepts in the United States and Canada, it features an animated elephant hidden behind palm trees. The elephant picks up various size prizes with its trunk and deposits them in a prize chute. The company also exhibited *Body Match* for the first time. A humorous game, it encourages players to match body parts in various dress and produces smiles aplenty. Also on display there was *Power House*, a strength tester, *Love Meter*, and *Lotto Fever*. Also in the Coin Concepts booth was the Eastern Gaming Tech Enterprise token-dispensing slot machines that are carefully done by Jack Bean of Toms River, N.J. Bean converts used slot machines to token dispensing slots that are very popular in New Jersey.

Coin Concepts has designed its own line of Redemption Center showcases, one of which was in the booth. The company offers several standard sizes and accepts orders for custom sizes. Any operator considering adding redemption games will want to investigate these glass enclosures to show off their prizes and trade-up items.

Beanbag tossing has come to coin-op in the form of *Lectro Beans* from Bean Industries. It features an automatic electronic scoreboard equipped with digital readouts that keep track of each player's score through five frames of play.

SMS exhibited its *Pop-A-Ball* novelty/redemption game that combines ''amusement only'' video poker with a bouncing ball that ''pops'' cards onto a 13-inch monitor. Balls are mechanically propelled onto a playfield of holes with differing card values.

Showcase displayed the *Action Lotto* game in which players select three numbered pockets on the playfield. Balls blast onto the playfield at timed intervals. Players must capture a ball in each of the three selected pockets to win.

Grayhound combines amusement with prizes in its *Touchdown* game where players catch the balls to win a prize. It has adjustable time and score setting, speech and melody in the attract mode, and 25- to 50-cent play option.

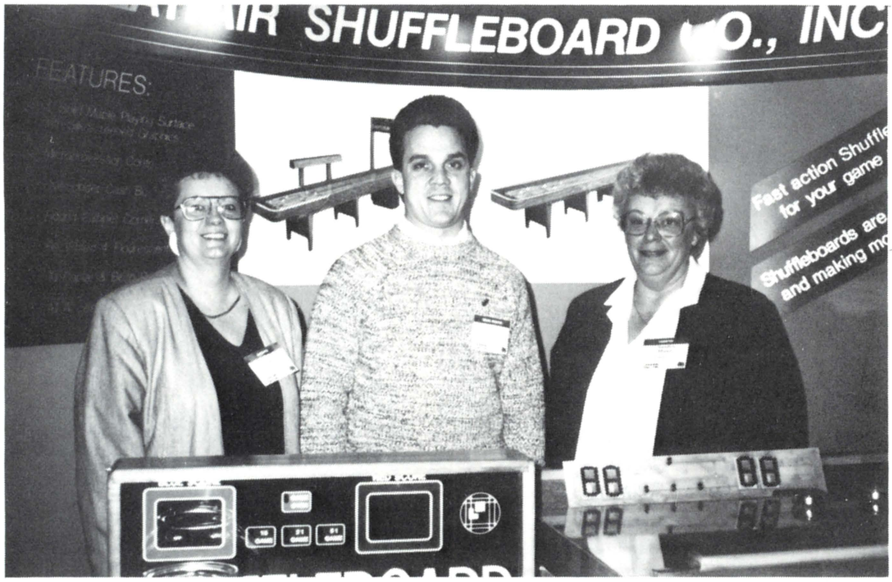
Mayoni debuted the *Big Top Mini Pinball*, a game with high kid-appeal. Players receive a prize from the top of the machine and can play a mini-version game of pinball. Suggested vendable products include V-1 capsules, 1-inch capsules, and gumballs.

Astroluck Corp. displayed its *Lucky Lottery Numbers* countertop that's available now for placement near any location that handles lottery tickets. With an increase in the number of states adopting lotteries, Astroluck feels there is definitely an emerging market for its product.

Gamemasters showed *Nellie*, the toy vendor that dispenses prizes in capsules. A cuddly elephant is the attract mode.

Lazer Tron, a lazer race game from the company of the same name, was in a category by itself. A midway-style game, it offers a large space backdrop for target shooting at 36 targets. Six lazer guns are included. As targets are hit, a red flash explodes, giving off exceptional sounds from the 3200 watt sound system. There was always a crowd at this booth.

Johnston Products exhibited its *Kick 'N Catch*, a combined novelty skill game/prize vendor and also its *Big Top* shooting game/prize vendor. In *Big Top* ten shots are fired at moving targets for a score; awards can be gum, candy, or toys.


AIR SHUFFLEBOARD CO., INC
FEATURES:
Fast action Shuffle for your game
Shuffleboards are and making mo

Richard Sheer (c) of Whiskey Pete's Casino with Playfair Shuffleboard's Cheryl Tracey and Sandy Manor.

From left: Ed and Marie Chermak with Penn-Ray Sutra's J. Calvin Donald.

FREE T SHIRT
KC-V170
LK-V310

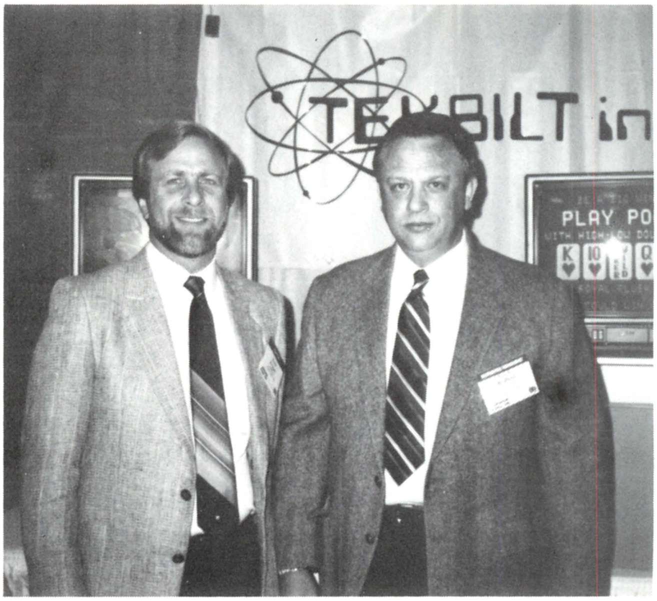
Laser Karaoke by Pioneer allows *anyone* to become a singing star!

Jaleco's Larry Berke shows how easy it is to work on a board.

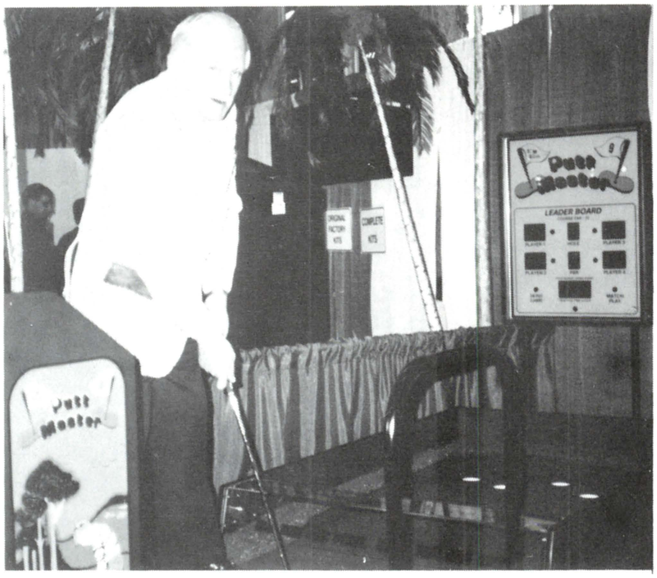
In the Dynamo booth, (l to r): Nick DiSebastiano and Steve Koenigsberg of State Sales, Mark Struhs of Dynamo, and Rick Kirby of New England Coin-Op.

Ralph Coppola (l) shows Ken McKerracher of MGA Ltd. the new I.C.E. products.

Great Lake Dart's Marilyn Hempel gives the "number one" sign along with Michael Hoberman of Mid-City Distributing.



Buzz Brunner (l) of Tekbilt with Jay Roffeld of Jay's Vending Service.



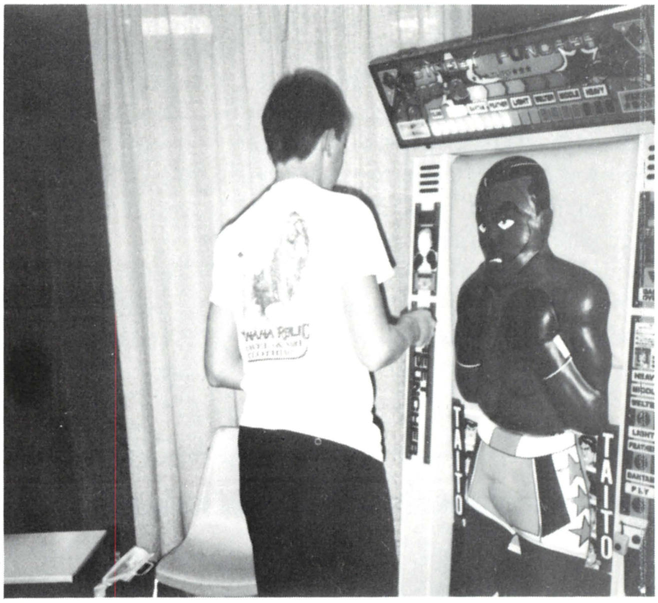
Joe Fitzpatrick of Biorco in Atlanta brushes up on his golf game with *U.S. Indoor Golf* from Troy M.

Boxcar Willie (l) signed autographed pictures in Mobile Record's booth. With Boxcar are Karen McCullough and Ted Howell.

Joe Peters (l) of Wildcat Chemical Co. with Wico's Mike Rudowicz.

Nintendo's Chuck Arnold (l) with Dave Morgan of Supercade.

Debbie Brog of Hustle Amusements takes a swing in Betson's *Big Hitter*.


TAITO
TAITO

This just goes to show you there was a game at the show for everyone!

4 PLAY
US INDUSTRIES

John Perry of Mars Electronics plays *Quik Shot* from Design Plus Industries.

BUY
LEASE
BUY
LEASE

Paul Hamlin and Mary Burnett exhibited the *Clown Around* coin pusher from Amusement Concepts.

SNK
IKARI III THE RESCUE

John Lemieux by *Ikari III, The Revenge*.

ATARI
ATARI

Pete Thompson (l) with Frank Rothauser.

Roll downs

SMS displayed its *PokerRoll*, that's a marriage of a roll down and a video card game. Players receive five balls and roll them toward holes that have playing card designations. A sophisticated grid mechanism evaluates the cards and shows them on a 20-inch flat screen color monitor. Players can discard and roll again to receive tokens or tickets.

In the Vari-Tech booth, Bay-Tek showed *Roll Down*, a game featuring a gravity feed and return of the ball, voice and sound effects, and revolving beacon for winner indications. A longtime producer of roll downs, Seidel Amusement Co., exhibited its lineup of roll down games as well.

Merchandise suppliers

Some of the most attractive aisles at ACME were those covered with cuddly plush items and jewelry selections from the 17 merchandise suppliers. All the companies deserve to be mentioned, as all feature a fine variety of prizes.

In alphabetical order, these suppliers are: Ace Novelty, Acme Premium, Bonita Marie, Dan Brechner, Frey & Frey, Grayhound, HMS Monaco, Impressment Plus, Laramie Interests, Muncie Novelty, Nancy Sales, PMI Toys & Novelties, Plush-4-Play, Prizes!, Rosette, Superior Toy & Novelty, and Surprises. ☐

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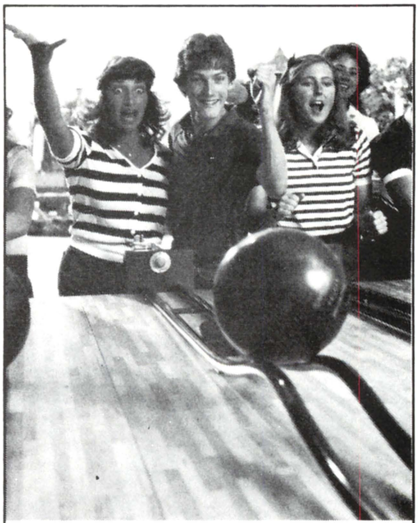

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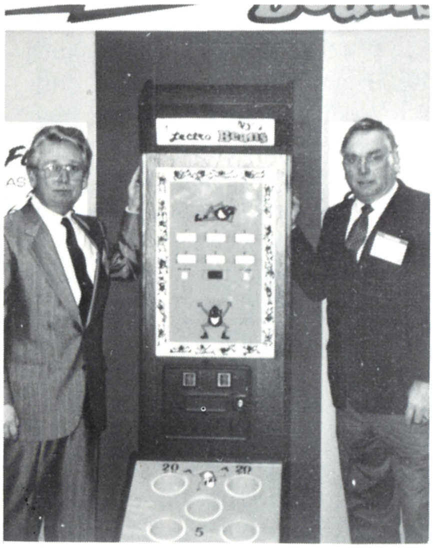
From left: Oscar Robins of Mayoni, Mel McEwan of Meltec, and Don Hutmier of Sierra Games.

Mimi Kiene (l) and her sister-in-law, Pepper, of Mardi Gras Plush in New Orleans.

Gathered around Valley's *Quik Poke* are Bob and Janett Goad of Pink E's Cue Club, Chuck Milhem of Valley, and Debbie Davis of Sunshine Valley.

The Carson City Parlour's booth was the place to be for unique jukeboxes like the *Country Classic*, shown here with Paul Harmon.

Gordon Plummer, Liz Dunn, and Ed Tuhkanen from Medalist Marketing Corp.



Tom Nichol (l) and Oscar Johnson of Bean Industries display *Lectro Beans*, a coin-op beanbag toss.

–Bert Betti, a most gracious honoree–

This year's American Amusement Machine Charitable Foundation dinner honored Betson's Bert Betti, who chose Tomorrow's Children as the beneficiary charity. Bert Betti's son, Peter, gave a warm, personal speech about a father obviously adored by his family. Bert later said, ''I didn't know what Peter was going to say, but I was overwhelmed and surprised he remembered some of the things he spoke about.''

Bert is a strong advocate of charity and firmly believes that the coin-op industry is capable of raising millions of dollars towards charity. His goal for the dinner and fundraising effort was $100,000 and at last count, the total was near reality.

The banquet entertainment featured Henny Youngman (''Take my wife...please!'') and Beach Boy, Mike Love, and the Endless Summer Band. It was hard to stay seated while listening to songs made famous by the Beach Boys.

Besides the banquet and raffle, Betson raised a hefty amount from customers and friends, including, Humbert and Eileen Betti, Hugh and Lorrain Betti, Joseph and Joyce Cirillo, Robert and Laraine Geschine, Madison Amusement, CMG Vending, E&G Vending, Twinbrook Vending, Lifschultz Fast Freight, Regal Collections, Alpha Omega Amusement, Mel Loeser Associates, Romstar, P.L.K. Vending, Mid Hudson Amusement, N.B.R. Cigarette Vendors, Co-Op Shipping, Just Games Corp., Raymond McCarthy, Bill Vending, Broadway Arcade, Kemp Enterprises, Misty Automatic, M&M Vending, Royal Leisure, E&S Music, JAA Enterprises, Kevin Fritz, and H. Betti Industries.

The raffle, which originally was only for a 1989 Lincoln, grew to include over 20 games from various companies and a dinner for two from Bally's hotel. The car was won by Paul Russell of Active, who was the talk of the show, though he never made it there. While skiing before the show, Paul broke his arm and required surgery. After emerging from the operation, he was told his father had passed away. Congratulations to you Paul from all your friends who applauded your win. ☐

Bert Betti and family from left: Michael, Peter, Anne, Michael and Susan DiMotta, Robert, Elizabeth, Bert, Jane, Jonathan, and Catherine.

Joe Robbins, president of the American Amusement Machine Charitable Foundation, presents award to Bert Betti as Bert's family looks on.

Chatting before the banquet begins are Olympic Gold Medalists Tom Jager (l) and Matt Biondi, guests at ACME '89.

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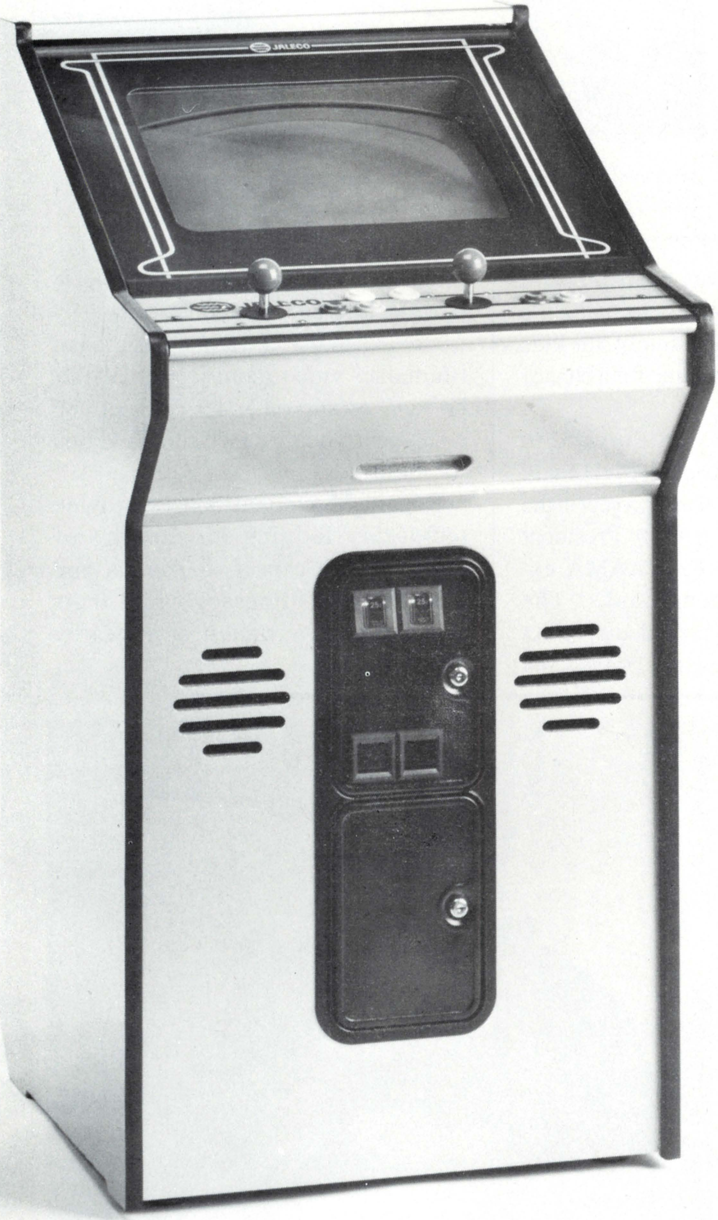
Custom designed and assembled using screws and hardwood cleats, the Lo-Pro offers years of dependable and durable service. For more information, contact Larry Berke.



JALECO
JALECO

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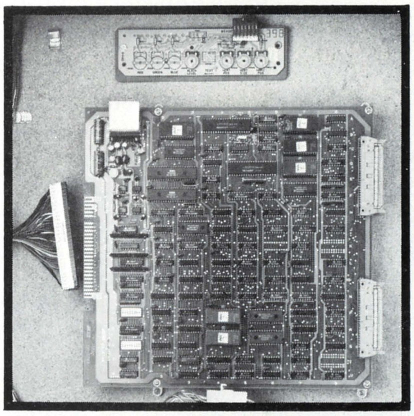
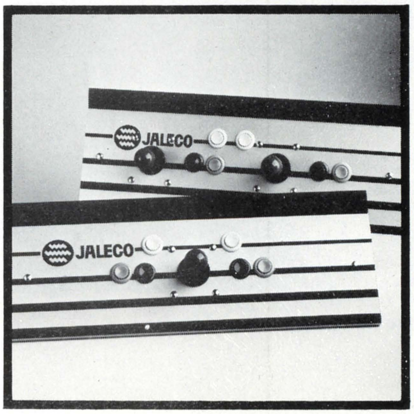


- Standard JAMMA cable and connectors fit any compatible PCB and universal control panel.
- Monitor adjustment board mounted in drawer for easy accessibility and adjustment.



- Two blank panels included for 1 or 2 joystick controls. Joysticks and buttons not included.
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Reno Ronald McDonald house receives game donation

From left: Marty Shumsky of Reno Game Sales; Debbie Eby, Ronald McDonald house manager; and Bill Martin, president of the house's board of trustees.

Bob Fay (l) and Frank Ballouz check out the new game with a group of Ronald McDonald kids.

The Reno, Nev., Ronald McDonald house received a game donation during ACME '89. The game, Konami's *'88 World Games*, was the first and is part of a nationwide program (still in the planning stages) between AAMA and AMOA. The latter will be seeking the support of their state associations to provide equipment to Ronald McDonald houses in other states.

Marty Shumsky of Reno Game Sales was the local distributor who donated the video game. Olympic gold medal swimmer, Tom Jager, was on hand with various AAMA members to make the presentation. Not surprisingly, the kids eagerly flocked to the game for a chance to play it.

"We are truly looking forward to working with the Ronald McDonald Children's Charities on this project in the coming year," said AAMA President Frank Ballouz. Bob Fay, AAMA executive vice president, said, "The ACME show in Reno provided a perfect opportunity to preview this project and for the industry to make a contribution to benefit children in the community."

Fay added that the donations are not limited to video games; pinball, air hockey, or any other feasible coin-op equipment would be a welcome addition for these kids.

Ronald McDonald houses provide temporary lodging for families of children with cancer, leukemia, and other serious illnesses while their children receive treatment at nearby hospitals. ☐

These two boys see who'll be the champ in *'88 World Games*.

Olympic gold medal swimmer Tom Jager with his wife Becky.

V
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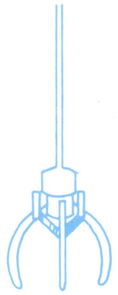
TOY HOUSE

wants to know:
What is the
***BEST* SKILL CRANE**
in the industry



V
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Check your choice

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- ☐ BELAM DIST. — Belita Crane
- ☐ BETSON ENTERPRISES — Action Claw
- ☐ BETSON ENTERPRISES — Big Choice
- ☐ BETSON ENTERPRISES — Top Choice
- ☐ BETSON ENTERPRISES — Your Choice Low Boy
- ☐ COASTAL AMUSEMENTS — Sur prize Suprize
- ☐ COIN CONCEPTS — Carrousel Crane
- ☐ CRANES-N-THINGS — Skill Master
- ☐ DREWS DIST. — Tiger Paw
- ☐ GAMEMASTERS — Super Spin-Out
- ☐ GLOBAL IMPORTS — Gold Digger
- ☐ GLOBAL IMPORTS — Skill Crane
- ☐ GOLDEN TOUCH — Grabb 'Em
- ☐ GRAYHOUND ELECTRONICS — Jumbo Skill Crane
- ☐ GRAYHOUND ELECTRONICS — Skill Crane
- ☐ GRAYHOUND ELECTRONICS — Tough Guy Crane
- ☐ HOLLYWOOD CRANES — Best Choice/Lucky Texan
- ☐ HOLLYWOOD CRANES — Casablanca
- ☐ HOLLYWOOD CRANES — Original Hollywood Crane
- ☐ HOLLYWOOD CRANES — Monster Crane
- ☐ KRAMER — Krane 2000
- ☐ KRAMER — Kounter-Top 2000
- ☐ OMNI PRODUCTS — Big Top Crane
- ☐ ROTH NOVELTY — UFO Catcher
- ☐ SHOWCASE — Custom Crane
- ☐ SHOWCASE — Animal House
- ☐ SHOWCASE — Cocktail Crane
- ☐ SMART INDUSTRIES — Clean Sweep Single
- ☐ SMART INDUSTRIES — Clean Sweep Triple
- ☐ SMS MFG. — Goliath
- ☐ SMS MFG. — Double Skill Crane
- ☐ SMS MFG. — Skill Crane
- ☐ SMS MFG. — The Gobbler
- ☐ UAI NEW JERSEY — Sonic Crane
- ☐ WEDGES/LEDGES — Challenger 4
- ☐ WEDGES/LEDGES — Challenger 4/Carousel
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—Rowe continues growth pattern—

Rowe has taken the music industry by storm since the introduction of its CD jukebox called the *LaserStar*. At ACME '89 the company invited its distributors to enjoy a buffet breakfast and view two new products: the *Laser WallStar* and the *Hideaway*.

Touching on other aspects of the company, Jerry Hetjmanek explained the growth of the Rowe vending division and the improvements in glassfront vendors. He went on to elaborate on Rowe's recently organized Coffee Vending Task Force, designed to train operators in coffee vending.

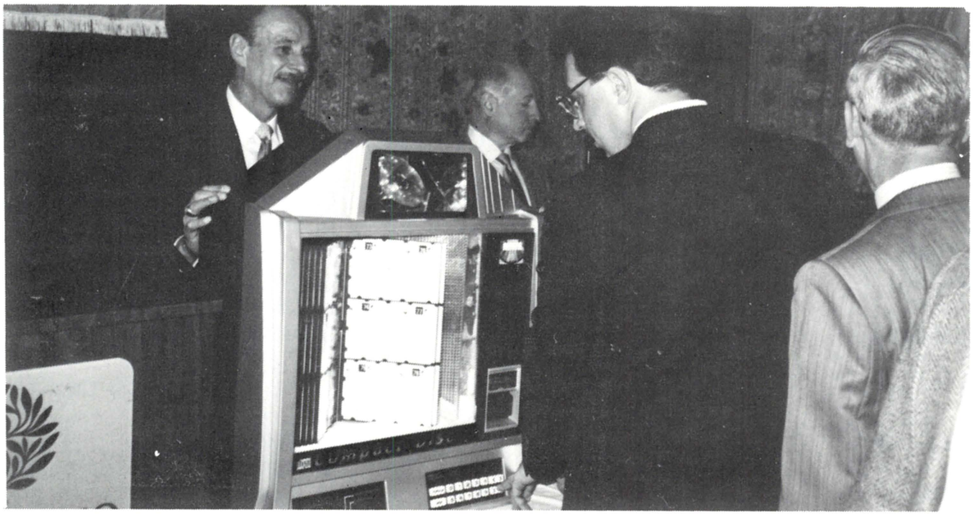
Jerry Gordon praised the distributor organization and emphasized that "you can make money with music."

Joel Friedman began his dissertation with, "We need to understand the operator. We need to understand his perception."

He added, "The strong operator means we are strong. We are a responsible company, responsible to our industry. New location opportunities are greater today than just the replacement market. Think growth."

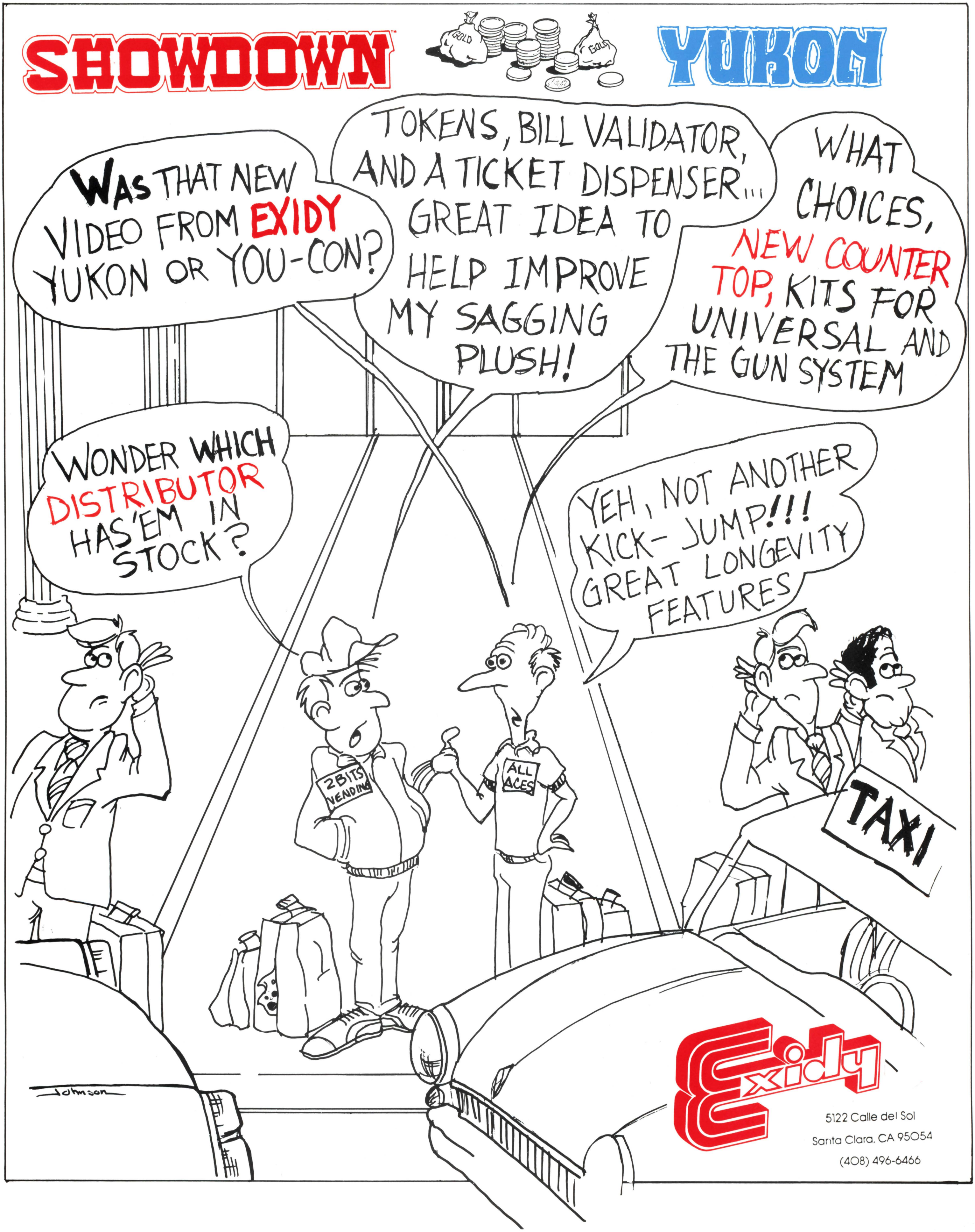
He noted that in the near future Rowe will make it possible for operators to offer a package with background and foreground music. He said, "Operators asked for it and need it."

Joel went on to alert distributors about knowing the product and the competitor's product, and pledged, "We will continue to produce a full family of jukeboxes for all location needs. We're dedicated to the past, the present, and the future." ☐



Frank Gumma of American Vending gets a closer look at the Rowe *Laser WallStar*. Lou Bruzzano looks on.

Happy with their new Rowe products are (l to r): Lou Bruzzano, Paul Kitchka, Jay Hum, and Terry Lacher.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WONDER WHICH DISTRIBUTOR HAS'EM IN STOCK?
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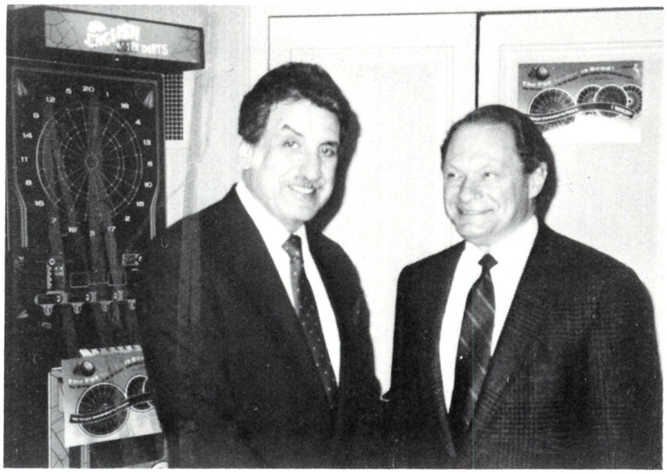
Valley introduces Quik Poke

Those visiting Valley's suite or its booth had a special treat in store. The company, who makes darts, pool tables, and foosball tables, introduced something very different, *Quik Poke*. Players stand or sit around the game, much like they would a card table. Each hits a button to roll dice that represent a deck of cards. The object, of course, is to get the best hand. Players race against time to improve their hand and beat their opponents.

One to four players can choose among games like Hi Low or Liars Poker, or they can use their imaginations.

The game was developed by Elroy Sullivan, who had broken his hip and was confined to his home for a long time. He explained how that led to the game: "I was really bored sitting at home and wanted a game to play that was fun. I came up with *Quik Poke*, which turned out to be so good I called a friend about producing it. We were a little naive and didn't realize the capital we would need to manufacture it. When we did realize it, and knew we couldn't do it ourselves, Valley was recommended and we made a deal." ☐

Trying out *Quik Poke* (l to r) are: Leroy Hancuff of General Coin, Bill Nemgar of Valley, Lou and Anna Placek of Bird Distributing, Mark Blum of United Distributors, and Don DeVale of Valley.



Chuck Milhem (l) with Atlas Distributing's Jerry Marcus.

Bernie Williams (l) of Commercial Music chats with C.A. Robinson's Ted Gosklos (c) and Tom Campbell.

Valley's Alan Shafer (l) and Chuck Milhem (r) welcome Bobby and Kay Sublett of South Texas Vendors.

At the Valley gathering are (l to r): Harriett and Lou Singer of Central Distributing and Gwen Brady (Jon's wife) of Brady Distributing.

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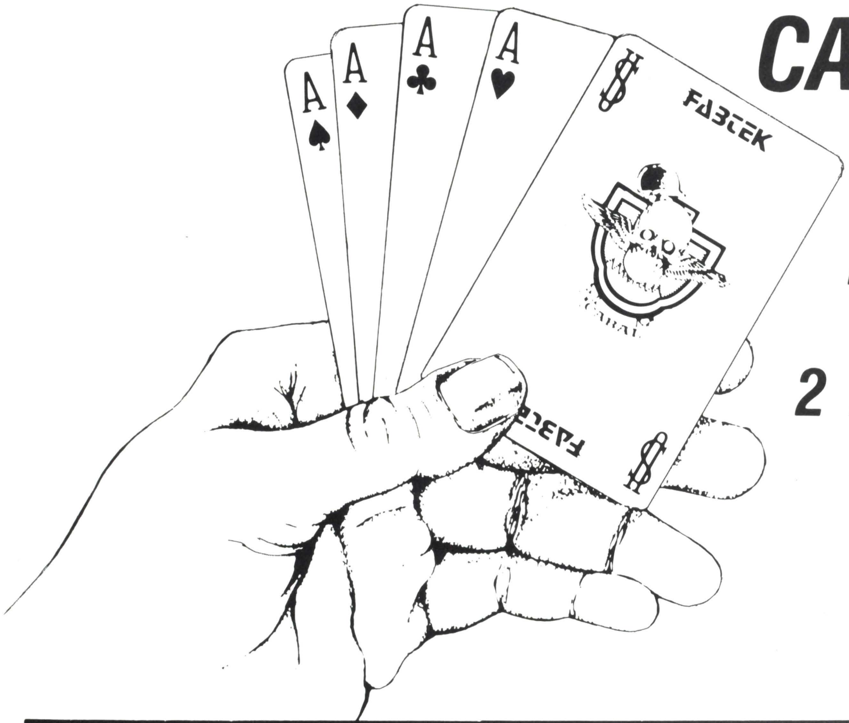
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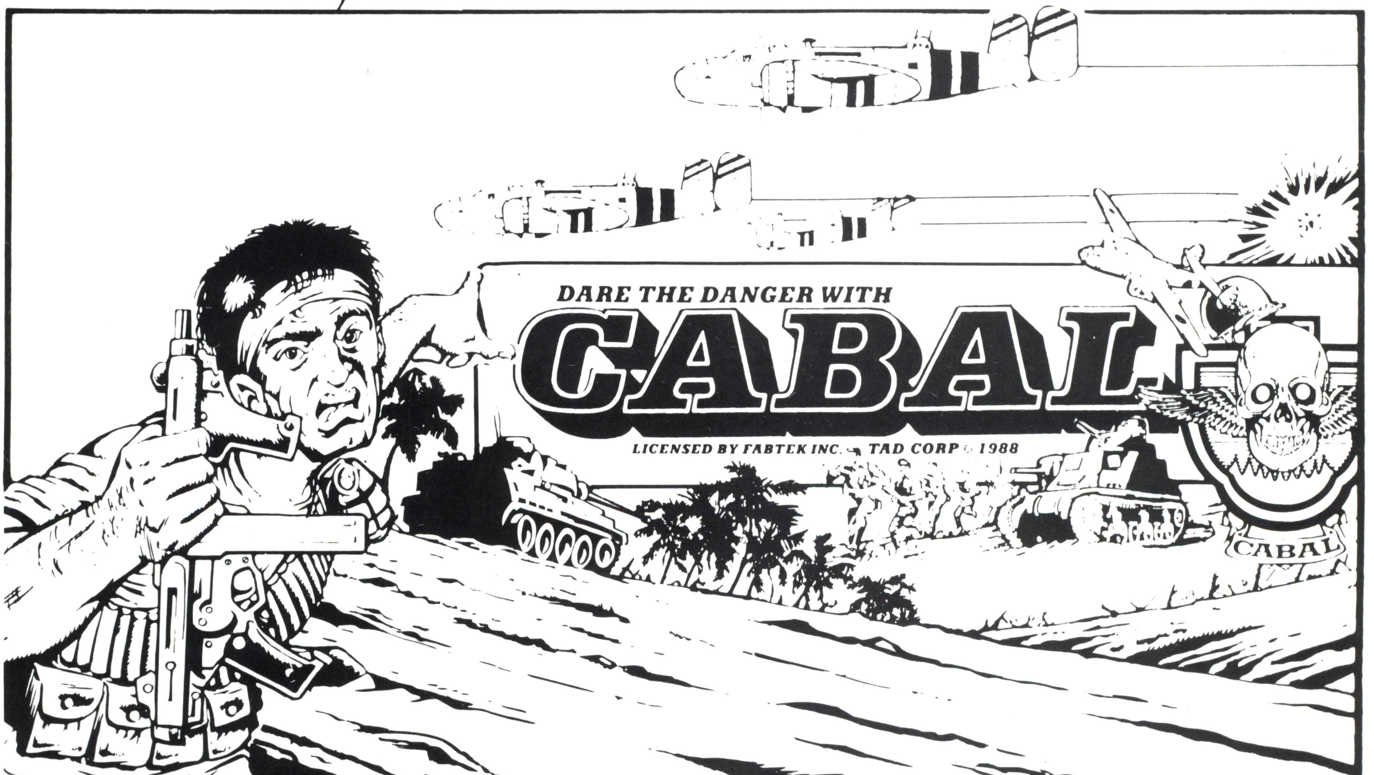
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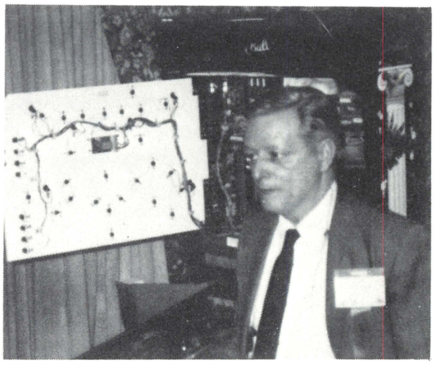
Business and technical rate best in seminars

Attendance figures for the ACME seminar program clearly indicate there is a desire for more technical, even advanced technical, and general business sessions.

Of course, the Firing Line seminar had an impressive attendance figure. It always proves to be a valuable forum for operators to air their concerns and for manufacturers to learn more about their audience.

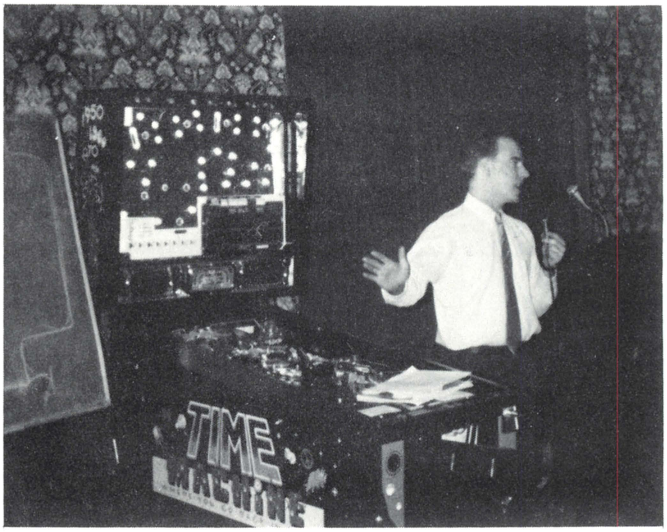
The top dozen seminars were: 1) Profit Analysis and ROI (a tie), 2) Equipment Budgeting, 3) Cash Flow Analysis, 4) Monitors II, 5) Monitors I, 6) Conversions, 7) How Contracts, Forms, and Paperwork Can Build Your Business, 8) Computers and the Operator, 9) How to Service a Location and Make Profits, 10) Williams Pinball Clinic I, 11) Keeping Up With Cranes, and 12) Redemption Beyond Cranes.

The largest crowd attended John Madden's motivational seminar on the final day—a good barometer of how the last day crowd held.

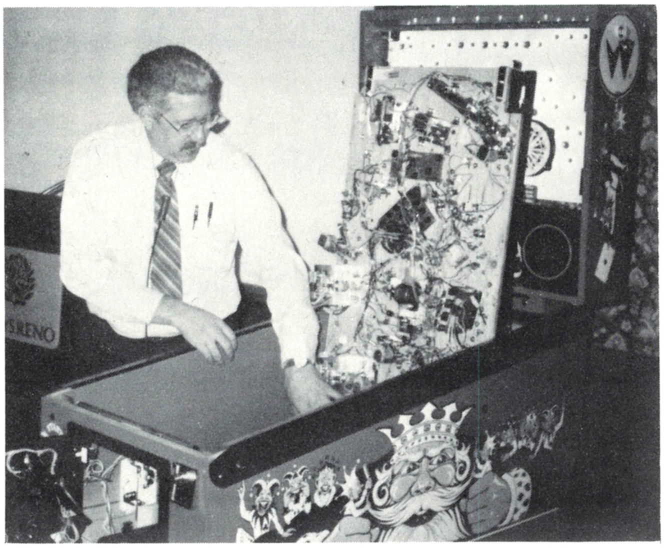


Bally's Ed Schmidt goes over the schematics for *Atlantis* at the Bally pinball clinic.

An animated Randy Fromm tackles the subject of conversions. A large crowd welcomed his suggestions and those of Dennis Sable of The Leland Corp. Attendees freely offered ideas from the audience.



Pete Gustafson of Data East directs the group's attention to *Time Machine* during a pinball clinic.



Tom Cahill discusses the inner workings of *Jokerz!* at a Williams Electronics pinball clinic.

Frank Seninsky of Alpha Omega gives tips on Keeping Up With Cranes. Also on the panel were Bob Snyder of Bob Snyder & Associates, John Margold of Betson, and Eric Brashear of Adastra.

Quality control and home games dominate firing line

''Quality is your right and we intend to see you get it.'' So says Lee Iacocca in his most recent commercial for Chrysler products. ''Quality is job No. 1'' proclaim ads for the Ford Motor Co. What operators wanted to know at the Firing Line seminar was who fell asleep at the quality control wheel in this industry of late?

It came down to a few concise words—we don't want any more crappy particle board cabinets with horizontal monitor games that can easily be converted to home system games in the near future.

It was a source of amazement to panel members when a poll of the crowd indicated that operators figured between 10 and 20 percent of all new games they take out of the crates aren't functional. Operators expressed disgust when buying a dedicated game only to find it is a kit in a particle board cabinet.

One operator said if the manufacturers continued to ask outrageous prices for the games they should at least be perfect when they arrive. He added: ''When we buy the games, at least back us up with service.''

Every subject was covered, from 25-inch monitors to resentment at having to pay for chip updates on games. This marked the first time in several years that a firing line did not touch upon the subject of parallel or copied boards.

Operator questions focused more on kits, the importance of plywood in cabinets, and quality wiring. And, for heaven's sake, have all the wires connected! ''Cheap power supplies are killing us with service calls in the field,'' lamented an operator.

Operators who have been first to get new games from their distributors are asking to no longer be this ''lucky,'' since the glitches are sometimes not worked out of the games yet or the game comes out as a kit and those early buyers are still paying off the dedicated piece.

Operators expressed a desire for more formica on cabinets and generally games that last longer on the floor. High on the ''want'' list for operators is price protection for a certain amount of time—contingencies of 60 days were expressed. ''Be honest with us,'' operators requested.

One operator went so far as to say if manufacturers didn't improve their quality he would scratch some companies off his list when considering new purchases.

The impact of home games was the second topic that received the most attention. It was acknowledged that Nintendo is not a lone participant in the boom of home games. Many companies represented at the show supply software for home systems. Bill Cravens of Capcom said that all licensees make good money on home games, much more than on coin-op games.

Operators asked the manufacturers to address themselves to the time span between games introduced for coin-op and for the home, and give operators more of a lead time before the games are available at home. ''We have to be innovative and entertain our audience,'' stated one operator. ''Collections are down,'' stated another, ''come out with good kits. We don't need cabinets, we need good product not compatible with the NES.''

There was also discussion regarding operators buying out of territory and the impact of the new dollar coin. One operator asked, ''If a dollar coin is adopted, does that mean the manufacturers will raise game prices if we make more money with that coin?''

All was not negative, however, as operators expressed congratulations to Leland for *Off Road*, Fabtek for *Cabal*, and Capcom for *Capcom Bowling*. *Cabal* was mentioned as a game with a unique trackball design that did not lend itself to home conversion. There were also positive comments on the ''Say no to drugs'' message appearing on video games.

The manufacturer panel expressed a desire for responsible product management and agreed on the need for quality control. Operators are hoping that this time they will be heard and that the manufacturers will respond. For if the operators start steering away from certain lines of product, namely video, what is now the largest portion of our business will shrink dramatically. There will still be a decent living to be made in coin-op, but video will take a back seat.

An operator airs his grievances at the Firing Line seminar—a full house.

Jukebox issues discussed at seminar

A major record label has eliminated its policy of accepting returned 45s from one-stops, a move that will dramatically reduce the cost of 45s for jukebox operators, according to Ted Howell of Mobile Record Co. in Pittsburgh. He was the featured speaker at an ACME seminar entitled ''On The Jukebox.''

A&M Records has announced that it will adopt a ''one-way'' record policy; that is, it will accept no returned 45s from one-stops such as Mobile Records (except for defective merchandise, of course). The upshot is that when operators order 45s, they are theirs for keeps. A&M will implement this policy ''sometime in the future,'' but not immediately.

''Previously, the operator could return his 45s and get the full price back,'' Howell explained. ''But A&M and other labels feel that they're being taken advantage of. Operators will overbuy a particular single to cover themselves, then return from 50 up to even 75 percent of them. And the record labels take the loss on the chin.''

He predicted that other record companies will follow A&M's lead, though when it will happen is uncertain. ''But after a few of them make the jump, it'll snowball,'' Howell said.

What, then, will this mean to the operator? Howell cited three positive effects:

- The price of the 45 will be sharply reduced; ''It'll be under $1, which is a substantial savings for operators,'' Howell said. ''Also, it should extend the life of the 45.''
- It should call an end to the picture sleeve; ''The picture sleeve was only really needed for retail; operators don't need it or want it,'' he said. ''There were 55 million records sold in 1988, and 44 million went to operators. Only 11 million came out of retail outlets, so it may be the end of the 45 for the retail market, but not for operators and the jukebox industry.''
- With a reduced price in 45s, operators should consider going back to a two-week programming cycle, Howell advised. Operators can even increase the number of records they program, from two up to four or six, he said.

''This is exciting news, but the operator will just have to be keener and choose his records more carefully,'' Howell said. ''Now, if you buy it, you own it.''

This said, one can see why Howell remains optimistic about the 45's longevity.

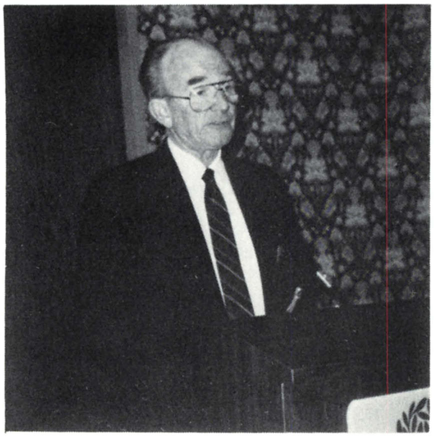
''When you hear about record companies wanting to phase out vinyl, the vinyl that's being referred to is the LP, not the 45,'' he said. ''They're limiting the product to push CDs, which are here to stay. But this has nothing to do with 45s. They are still the industry's primary promotional tool. Operators are safe with 45s; they'll be around for a long time.''

Here are some of Howell's views on other music mediums:

- The CD and CD jukebox: ''The price of the CD is going down. It and the CD phonograph are the industry's future.''
- The three-inch CD, or ''CD single'': ''It's going nowhere; there's virtually no product, and what is available is too expensive.''
- The cassette single: ''It's growing to the point of taking over the singles business. Also, it would be a good prize for crane operators to include in their plush.''
- DAT (Digital Audio Tape): ''Record companies fear it because it has the same qualities as the CD. It's still pretty much a gray market item.''

Todd Erickson of Summit Amusement in St. Paul, Minn., said that operators who've shied away from jukeboxes should reconsider them.

''There's a great potential for expansion, especially with CD boxes on the rise,'' he said. ''We need to reevaluate our routes and consider putting more jukeboxes out there. I've bought more new jukeboxes lately, and they're bringing in more per week than my older ones used to.''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Jump into redemption—you won't be sorry

As the interest in redemption equipment grows, so does the desire for information on their operation. The room full of eager operators for the seminar, Redemption Beyond Cranes, came as no surprise.

''Operators can be their own worst enemy if games are not run correctly,'' said Bill Treger, Bureau Chief, New Jersey Amusement Games Control. He acknowledged that most states still consider cranes ''gray area'' games.

His advice: ''Don't overcomplicate a game. You have to tie into what your customers know and want; an unfamiliar theme won't go over well. Don't make your location look too antiseptic; parents don't want their kids going into an arcade that looks like a casino.''

Added Treger: ''Belong to your state association. If your state does not have a lobbyist, the state can pass a law that could put you out of business overnight.''

Wylie Irwin of Coin Concepts gave a detailed plan for having a successful redemption business: 1) Accept at the start that it takes time and physical effort, but the rewards are worth it. 2) Find out what's legal in your area and what's not. 3) As long as law enforcement does not get any complaints from the public you are doing well. 4) Decide on the player base you want to pursue. 5) Consider the size of your business or game room—can you handle large games? 6) Determine your hours of operation. 7) Make lists of desired equipment both new and used. Dollar for dollar, redemption games will be as strong as video in the beginning and will keep it up.

8) Assume the role of a store owner; carefully select and display quality stock. 9) Hire a good technician with a basic electromechanical background. 10) Hire trustworthy employees to handle your redemption counter.

''Redemption games are 'found money' and bring a whole new type of customer into your location,'' he concluded.

Longtime redemption operator Frank ''The Crank'' Seninsky of Alpha Omega told operators they should not be afraid to make a major commitment to redemption equipment since the pieces retain their value.

He suggested contacting game consultant Bob Snyder for updates on game legality. When using tickets, he advised setting up a good prize counter and keeping ticket value low. ''Redemption is costly to run labor-wise since you always need someone behind the counter and on the floor,'' he said. Good thought: Put the redemption counter in the back of your location and hope players will stop at other games on their way.

Randy Adams of King's Great America praised basketball games, bowlers, cranes, instant photo machines, knockdowns, and other games appealing to a broad player base as very profitable for his amusement park locations.

Attorney David Hagan of Merritt & Hagan cleared up some of the cobwebs surrounding contracts and gave useful handouts detailing contracts specifically for the coin-op business.

Wylie Irwin addresses the crowd at the seminar, Redemption Beyond Cranes. Seated are Bob Snyder and Bill Treger.

David Hagan (l) with Darrell and David Boyajian of B&B Video talk about contracts after the seminar.

Dollar coin panel pushes needed reform

Low attendance at the Dollar Coin seminar was a sober reminder of the public apathy that has to be overcome in the fight for coinage reform. Benefits to our industry, especially vending, are obvious; yet few made the effort to learn more about the process of converting from currency to coin.

Panelists included Jim Benfield, executive director of the Coin Coalition, Rick Currie of Coin Controls, and Congressman James Kolbe of Arizona, a cosponsor of the Coinage Reform Act of 1987 (now the Coinage Reform Act of 1989). AAMA's Bob Fay was the moderator.

Congressman Kolbe noted that the last currency reform took place in 1920. "Currency is like God and motherhood," he said. "Congressmen and senators have to be made aware of the need for this change. Inflation has caught up with us and we must make this fundamental reform."

The proposed dollar coin will carry the likeness of Christopher Columbus to commemorate the 500th anniversary of the discovery of the New World (1992). It will be gold in color so as not to be confused with other coins, smooth on the sides, and made of 90 percent copper.

It was stressed that coins last approximately 20 years, whereas paper money lasts only 18 months. One condition of the new coinage reform would be the removal of the paper dollar from circulation. Benfield stated that cash retailers only want to handle one form of a denomination.

The last attempt at coinage reform, the Susan B. Anthony dollar, did not succeed for three reasons: the coin was the same color as the quarter, it was introduced at the height of the ERA controversy, and there was no provision to take the paper dollar out of circulation.

"The bottom line is customer convenience," said Benfield. "Things already cost what they cost and consumers must access them with what money they have in hand. This is a consumer kind of legislation and Congress will have to hear from real people on this issue."

Attendees were urged to write their congressmen and senators supporting the new bill, House Resolution 1068. ☐

AMOA's Dick Hawkins (l) and Congressman James Kolbe discuss coinage reform.

Rick Currie (r) of Coin Controls with John and JoAnne Essex of Indy Amusements after the Dollar Coin seminar.

Counting money weighs on the mind

Weighing money collected on routes is definitely the fastest, most efficient method for many operators, as explained at the Coin Counting seminar.

It was advised that if operators have to split the money in the field, they could not beat the time saved in weighing money: get in and out as fast as possible.

Operators worried about proving a scale's accuracy need not worry. Just count the money the old way, then put it on the scale so skeptics at the location can see the speed and accuracy for themselves.

Security is of utmost importance in the field and weighing money reduces the exposure time. Time is also saved in wrapping money in the field. To satisfy the customer who wants rolled money, bring some with you at the start and give it to the location when you split.

Another suggestion: when filling bill changers, it's faster to weigh the amount of money you want to put in there.

At the Coin Counting seminar: Randy Fromm (l), moderator, and George Mahon of K-Scale Inc., about to give a demonstration.

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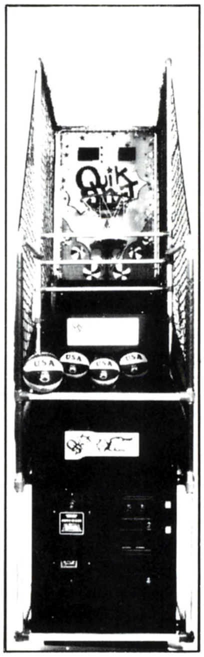

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VVI: Renting movies at the push of a button

You've gone over the TV Guide for a third time, but nothing's changed: there's still a dearth of quality programming slated for the evening. Well, round up the kids and go see a movie. Whoa, better check the wallet. A $20 bill? Forget it; that won't even cover concessions.

Instead, you dart up to a video rental store. That's the answer; must be all kinds of hot new movies that you haven't seen yet. Oh oh. It's Saturday night, remember. The store is a mad house, with people scrambling to scoop up the latest releases. You're too late. About all that's left is "Attack of the Killer Tomatoes" and "Friday the 13th: Jason Is My Mother-In-Law In Disguise."

You're tired, you're frustrated, but wait! There's an alternative! Uncle Phil told me about that little store with a vending machine that dispenses movies and Orville Redenbacher gourmet popcorn to boot. VVI Inc. has struck again! The night's been saved!

VVI (Video View International) Inc., based in Costa Mesa, Calif., has been in business since 1987. It is the U.S. manufacturer's representative for the International Video Dispensing Machine (IDVM). VVI takes a unique approach to renting videos, unlike the conventional manual "rack systems" found in most stores.

The system, named ***Cassette-O-Mat***, is a computerized way for the owner/operator to manage a video rental and sales service with no operational overhead involved. The machine is fully-automatic and activated with a credit card. It's capable of working 24 hours a day, seven days a week.

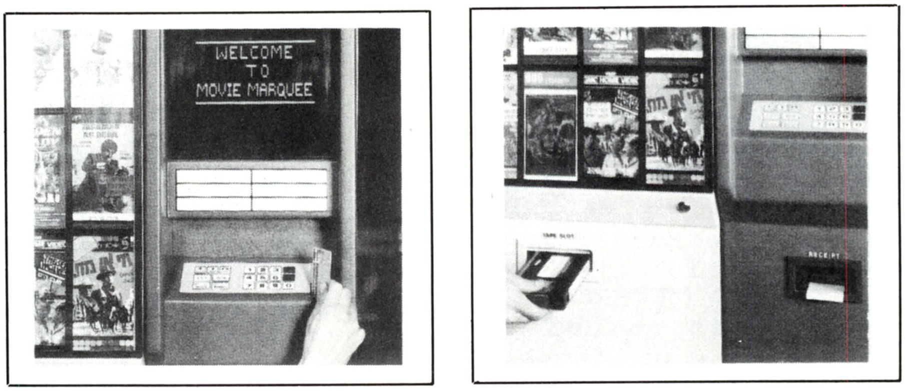
The unit, which can either be free-standing or placed against a wall, has a possible storage capacity of 340 video cassettes of predominantly VHS format. Returned cassettes are automatically recorded and restored, making them immediately available for another customer's selection. Complete statistical data on the preferences of the clientele is provided, which enables better buying decisions.

A family checks out the selection at a *Cassette-O-Mat*.

Each VVI operator has the option of purchasing an on-line, computer-to-computer network service. This allows for the processing of credit card transactions and the issuance of billing statements for club members. The possible locations are many: grocery stores, convenience stores, malls, hotels, office and apartment buildings, etc. And the gross revenue per month is estimated to be $4,000 per machine; this equates to 2,000 rental days per month.

The video rental industry has certainly shown no signs of slowing up. Currently, there are over 27,000 video retailers in the United States. Video Store Magazine recently reported that video revenues from rentals reached $5.7 billion in 1987, with an estimated 25 percent increase for 1988. Much of that growth is attributed to VDMs. There are roughly 2,000 of them in operation in the United States; by 1991, that number is expected to reach a whopping 100,000.

For information on support services, maintenance, financial analysis, and other information, write VVI Inc., 1665 Scenic Ave., Suite 104, Costa Mesa, CA 92626; (714) 957-6427.



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Program #2 Semiconductors — Approximately 30 minutes — $29.95
Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in electronic games can be traced to a semiconductor failure. This program covers the semiconductor components that are found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **MUST** for the novice technician.

Program #3 Power Supplies Parts 1 & 2 — Approximately 60 minutes — $49.95
Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

Program #4 Raster Scan Monitors — Approximately 60 minutes — $49.95
The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

Program #5 The Digital Multimeter — Approximately 30 minutes — $29.95
The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the DMM to make all of the tests and measurements necessary for repairing games. I believe this is the single most important program in the videotape training series.

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Coin handling in the 1990s

by Bonnie Theard

Coin counting methods have changed dramatically over the years, advancing from manual counters to electronic counters, and now scales so sensitive they can accurately weigh dollar bills. The methods that operators choose depend greatly on the size of their business.

Marty Murin of Rainbow Falls Video Service in Tannersville, N.Y., has a typical route with 200 pieces of equipment in street locations and several game rooms. He handles jukeboxes, videos, cranes, pool tables, and cigarette vending machines.

Murin uses an electric portable counter for his collections twice weekly. ''For amusements we do all the wrapping of the quarters on location,'' he said. ''And for our cigarette machines we run the coins through the counter or go by the meter counts. Then the cigarette money is balanced in the shop.

''At 90 percent of the locations we give the locations their money right there. At several resort location game rooms we have a bill changer and put change right back in that unit, then count the paper money. All amusements are split at the location. The system works because people always need the quarters and it's easier that way.''

One operator presently changing over from his usual counting methods is Jim Hayes of Gem Music and Vending in Dayton, Ohio. He is in the midst of switching from rolling coins on location with a crank-type machine and splitting on-site with the customer, to a system of weighing the money and sending a check to the location.

According to Hayes, ''Saving labor was our motivation. In addition, many banks now charge for coin deposits. Overall, there is a huge difference in the time involved in hand counting versus the time involved in weighing money. This change is taking place now and will be complete for all our locations this spring.''

Jim Hayes, Gem Music and Vending.

Marc Haim, R.H. Belam Co.

Marty Murin of Rainbow Falls Video Service samples *Chase H.Q.*. Marc Mandeltort of Marco Specialties looks on.

Hayes has just under 1,000 pieces of equipment that includes jukeboxes, amusement games, and cigarette machines.

To save even more time, Hayes will be using computerized checks. His company presently uses The Silent Partner program, which is adaptable to his new coin handling system.

Weighing coinage

Rick George of Roy George Music and Vending in Painesville, Ohio, has six years of experience in using scales to weigh coins on location. "We started our program on January 31, 1983," said George. "It's saved us a lot of time and effort on the part of the route men. Our goal is to get them in and out of locations

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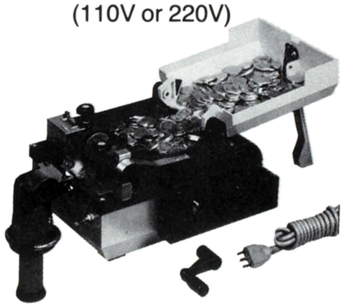

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in as short a time as possible and still be accurate and service the customers.''

George combines this system with a checking system whereby, after the money is weighed and tallied, the route man writes a ticket and pays the customer his share of the money in the form of a check right then.

George uses the K-Tron scale. His satisfaction with the scale has led to his company becoming the Ohio distributor for K-Tron. Stated George, ''We have been the Ohio pioneer of these scales.''

Has there been any reluctance on the part of his customers? George reports that after seeing the accuracy displayed by the scale, customers feel very comfortable with it. Weighing quarters is easy for the machine. It is so accurate that it can weigh dollar bills. Various denomination markings appear on the scale, which is the size of a tool box. The user need only select the coinage being used and put the bag of coins on the scale.

George's route includes approximately 2,000 pieces of equipment in 550 locations. Jukeboxes, pinball, video, pool tables, and cigarette vending represent the bulk of his business. George said his collectors found that the scale made their jobs a lot easier. ''If customers request quarters, we weigh the money and give them their share in quarters.'' (Not surprisingly, many locations keep a coffee can of change behind the counter.)

The K-Tron scale

> *''We put change collected at a location right back in the bill changer.''*

Added George, ''The scale has helped us in collecting multiple game locations because it has a memory feature to keep a running total for the account while collecting each game individually.

''Using coin rollers can be awkward. Plus the speed helps prevent vandalism to our trucks since they are not parked outside a location for long periods of time. The scale has been an effective tool and we've been happy with it.''

Coin handling choices

On the manufacturing level, what types of counters are most in demand? R.H. Belam Co. of West Hempstead, N.Y., has been selling Belita coin

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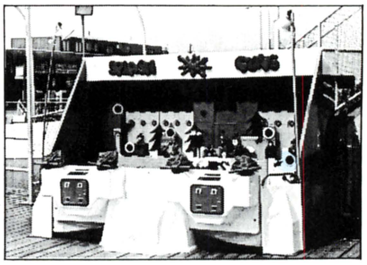

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counters for ten years. Belam's Marc Haim said, "There are over 10,000 Belita counters in the field. The units are portable and come in two versions: electric and manual. We sell the electric mostly, three-to-one."

The Belita counter is adjustable for all coinage. The same unit serves for domestic and foreign currencies. It is already adaptable to suit coinage larger in diameter than the proposed new dollar coin.

Belita also offers a coin sorter, especially useful in the vending industry. It counts and sorts coins of different sizes, and has the ability to roll coins in a tube and bag coins.

"Our machines are made for operators who count at locations," stated Haim. "They ideally serve locations where fewer than 5,000 coins are counted at a time. It's made for the everyday bread-and-butter business of our industry."

Haim sites the advantages of Belita machines as lightweight, reliable with few moving parts, and inexpensive. Weight is eight pounds, making it very easy to tote.

Larry Lorenz of Cummins-Allison talks over equipment.

What happens next in the coin handling process when the bulk of the collections reach the home office? Then equipment like the Cummins-Allison Corp. Jet Sort coin sorters and counters come into play.

"The Jet Sort can be used in medium and large volume locations," explained Larry Lorenz of Cummins-Allison, "especially where things are centralized. The speed and simplicity of the sorter makes it very reliable."

One Jet Sort model handles mixed coins and sorts at 6,000 coins per minute; the other model sorts 3,000 coins per minute. The machine can be adjusted to fill bags to a set limit. This allows operators to send bags out to locations to restock bill changers, for instance. The Jet Sort does not sort tokens, although a smaller machine made by Cummins-Allison does sort them.

The Jet Sort that handles 3,000 coins per minute also gives a visual display or oral count of the coins. Both the 6,000 and 3,000 coin machines can be equipped with a communication interface so operators can have a printout of coin

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totals or batches. Or the machine will transfer coin totals to your computer. The machines sort on the physical side, from height and width. It sorts Canadian coins, the Susan B. Anthony coin, and will handle the new Columbus coin if it becomes a reality.

Lorenz noted that operators frequently have mixed coinage situations, especially in vending and very large scale operations. The company offers the model 135XD coin counter/packager that can count, bag, and roll any United States denomination coin, eliminating rolling by hand. "Some operators want to provide locations with rolled coins," added Lorenz. This model also can be used as a sorter.

Cummins-Allison 135XD Coin Counter/Packager.

There's also a currency counter, Model 4050, that counts 1,000 bills per minute and is programmed to detect bills stuck together, or half bills. Counting of bills can be speeded along with this machine, which features an electric eye. It even bands the money.

Cummins-Allison sells through 50 factory-owned and operated offices. The company is presently celebrating its 101st year in business.

Coin handling equipment is available to suit every operator's particular need. For more information on the coin counting equipment mentioned in this article, contact the companies (listed alphabetically):

Cummins-Allison Corp., 891 Feehanville Drive, Mt. Prospect, IL 60056; (800) 621-5528 or (312) 299-9550).

K-Tron Corp., In Ohio, contact distributor Rick George, Roy George Music, 124 S. State St., Painesville, OH 44077; (216) 357-7939.

R.H. Belam Co., 530 Hempstead Turnpike, West Hempstead, NY 11552; (516) 292-2670. ☐

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COINMAN INTERVIEW

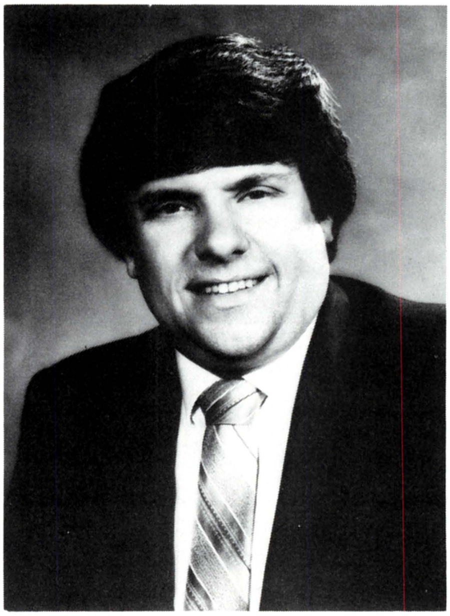
Ken Fedesna

Ken started his coin-operated industry career in December 1976. He was working for Addressograph-Multigraph, designing microprocessor-controlled office equipment. He was not looking for another job, but one found him. An employment search firm called to tell him that a pinball manufacturer was converting from electro-mechanical relay controllers to micro-processor controllers and was looking for an engineer to help design the electronics.

Ken wasn't much interested in changing jobs, but was fascinated with pinball machines and couldn't pass up the opportunity of seeing how they were manufactured. Coincidentally, Ken had grown up with a Williams pinball game built in early 1949, just about the time he was born.

Meeting the people he would work with and seeing the opportunities with Williams was enough to help him decide to take a chance. It's just 13 years later and Ken has advanced to the position of vice president and general manager of Williams Electronics and Bally/Midway coin-operated product lines. He is responsible for the day-to-day operation, including engineering, manufacturing, purchasing, accounting, marketing, and sales.

Although Ken was reluctant to be the focus of the attention that accompanies an interview, we assured him that it's time he let the industry know what he thinks.



What was your first position at Williams and how did you advance to the top management position?

Mike Stroll, Dave Poole, Ron Crouse, and I were chartered to design a microprocessor controller for the Williams pinball product line. This actually took place at the Seeburg facility, since Seeburg owned Williams at that time. We began in February 1977 and had our first prototype, *Grand Prix*, on test by June 1, meeting a target goal that seemed impossible.

Later that year, Mike Stroll became president of Williams and all of us went to Williams with him. I was promoted to manager of the electrical engineering group. That year we introduced the first microprocessor-controlled Williams game called *Hot Tip*. We continued to design and innovate, introducing games like *World Cup*, with the first electronic sound system; *Gorgar*, which was the first talking pinball; *Flash*, the first sight and sound extravaganza; *Firepower*, the first solid-state, multi-ball machine; *Black Knight*, the first multi-level pinball; and many other industry firsts.

I was soon promoted to program manager of a team which would design Williams' first coin-operated video game, *Defender*. During the development of *Defender*, I was promoted to director of engineering for all coin-op products. The following year, 1982, I was promoted to vice president of engineering. I remained in that position until 1984, when I took on the role of evaluating non-coin-op opportunities for Williams. Both Williams Innovative Technologies and Wiltelco were offspring of that work. In 1985, I resumed my position as vice president of engineering. And in April 1988, I was promoted to vice president and general manager.

> *I believe one of the keys to successful management is letting people do what they do best.*

Do you find yourself working hand-in-hand with designers or just overseeing their progress and development?

We have some creative, talented people here, such as Steve Kordek, Steve and Mark Ritchie, Barry Oursler, Python Anghelo, Larry DeMar, Jim Patla, Eugene Jarvis, Bill Pfutzenreuter, and others. I believe one of the keys to successful management is letting these people do what they do best. The most successful approach is to provide direction for specific goals, like getting a game done by a certain time or creating a certain type of game, but then you have to let them have the ball and run with it. You act as the coach on the sidelines, giving your designers the necessary resources and support to help them get their job done as quickly and efficiently as possible. It's the creative people who provide the magic, and they deserve a great deal of credit for the games that we've been so fortunate to produce over the years.

Since you have seen the industry from different perspectives, has it been beneficial compared to someone who may come into the business from a different field?

I believe that would be true in any industry. If you're familiar with the product, starting from the ground up, it has to be an advantage. In my case, it's helped because I understand what goes into the design and manufacturing process. And having worked side-by-side over the years with individuals whom I believe to be the best in the business has provided me with an education that can only transform into better results.

With your vast engineering expertise and experience, are you more sensitive to the problems in that department versus others?

I may be a bit more sensitive to the needs of the engineering group because of my engineering background, but as the general manager I can't afford to favor any particular group. However, I do believe this is an engineering, product-driven organization and that the product must come first. The engineering and design department are the most crucial to our success.

So do you think that an engineering background for a vice president and general manager is more important than a more conventional business/marketing background?

It really depends on the particular company and where you are at any given point in time. The secret seems to be having the best people all pulling together to reach common goals. It just turns out that at this company, because of my background, I may understand the engineering process a little better. But if the general manager's position was filled by someone with a non-engineering background, I believe the company would still be just as successful because of the quality of people in all departments working as a team.

> *The secret seems to be having the best people all pulling together to reach common goals.*

Do the people in engineering relate differently to you than they did before?

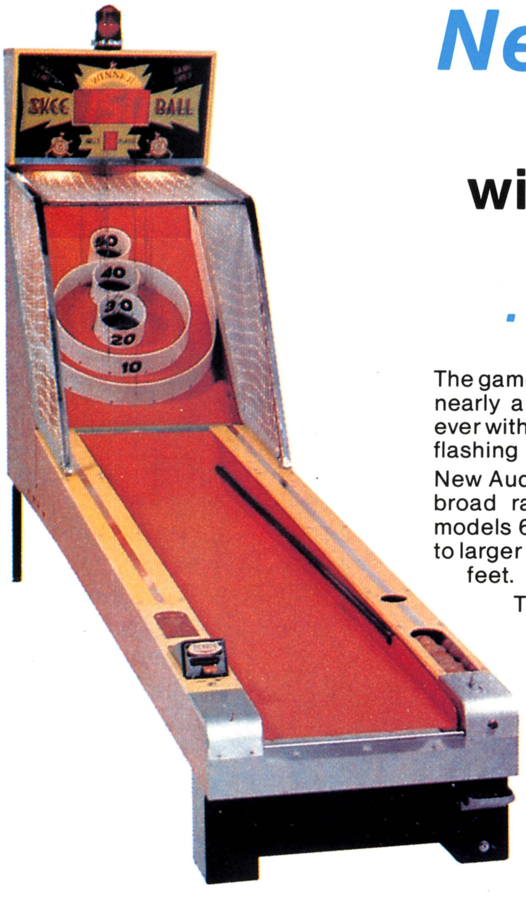
They probably have an easier time explaining their problems to me. It's easier for them to explain to me why they need this piece of equipment then it would be explaining to someone with a different background. But again, if you have a good manager in charge of a company, he has to be able to understand and relate to all the people in all the various roles.

What do you see as the biggest problem in bringing products to market today?

There are many problems that can get in your way. But it all comes back to the original idea in the game designer's head. If you don't have the successful idea, you don't have successful products. Finding the people who can originate these ideas and bring them to reality, as well as providing an atmosphere conducive to the creation of those ideas, is the hardest task we have.

Why has Williams been more successful than other companies, specifically in terms of pinball?

I think it goes back to one factor that I can't stress enough: the people. It's the game designers, the engineering personnel, the manufacturing personnel, the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marketing and sales personnel, and the administration personnel that as a *team* make the difference. We're fortunate because we have such talented people in the design area, such as Python Anghelo, Steve Ritchie, Barry Oursler, Mark Ritchie, Pat Lawlor, Jim Patla, Dennis Nordman, Dan Langlois and others who get a lot of attention because they're in the forefront, but it's a whole team that does an entire game. It's the artists, the sound and game programmers, the electrical engineers, the mechanical engineers, the reliability and quality engineers, the purchasing and manufacturing people, the sales and marketing staffs, the financial and administrative personnel, and a corporate group who supports and guides us. It's all of these people working together which has made us so successful.

What have you seen as being the biggest changes over the years in the industry and at Williams?

There still is and there always will be one fundamental: it has to be fun. And I don't think that ingredient will ever change. If you don't have the fun part of a game, it's just not going to be successful, no matter how technologically advanced you may be.

From a technological standpoint, things have changed quite a bit. The sound, sophisticated light shows and effects, the artwork, the entire reliability of the mechanical components, and their design have all advanced to a stage that has brought pinball and video to the forefront in the modern era. In addition, the games have gotten more complicated. If you look at the very first game we converted, *Grand Prix*, and the first electronic pinball manufactured by Williams, *Hot Tip*, and compare them to *Jokerz!*, *Taxi*, or *Cyclone*, it's easy to see how far we've come. Today's models are much more complicated, and with that complication comes a great deal more effort from many more people over a longer period of time. Our engineering department's budget alone will be over $6 million this year.

> *If you're going to be successful, you have to turn out the top games.*

How has the market for pinball evolved?

The players, the operator, and the distributor have become much more sophisticated and selective in their view of pinball and video. That's not to suggest that older games don't retain their appeal. However, I do believe the player, operator, and distribution demand more today from coin-operated amusement games than they did in the past. As a manufacturer you have to deliver more, which is why it took two-and-a-half years to develop *NARC* and make it into something extraordinary.

How do you think we can get the players back, since the audience doesn't seem to be growing like it did in the late 1970s?

Our audience has just so many dollars to spend, and they have to decide where to spend their money. It can be at the

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"We have close to 70 PlayChoice™ units within our network," cited Harvey Fischer of Stan Harris & Company. "The system has allowed us to place units in permanent position and enjoy a steady, consistent flow of revenues."

Recognizing that the key to the system's long-term profitability lies in software rotation, Fischer and his company have committed to building an extensive library of game titles.

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"We figure the average life of a dedicated video game and cabinet to be three years. We're hoping to get seven to eight years from our PlayChoice™ units considering how easy and economical they are to update. With long-term favorable return on investment, we don't need to get astronomical weekly drews to make the system worthwhile," Fischer added.

What's hot and what's not? In the video game business as with fashion, public taste changes. With the quick change capability of PlayChoice-10® on their side, operators like Stan Harris & Company can beat the changing tides of consumer favor and keep players in the game — for fun and for profit.

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movies, on records, or playing coin-op games. If our products are fun and we can get that message across to the players, then we have a chance to hold them and develop them into regular players. Advertising and promotions are going to be key ingredients, but most importantly, the products must be fun.

Do you think the success of the home market is having a positive or negative impact on coin-op games? Is it influencing business?

The consumer market is helping us. There's a lot to be said for the typical arcade and street location environments, which go beyond the games themselves. It's the fun of playing the games with other people that can't be duplicated in the home. For example, a driving simulator is just better in a location. But in making people more aware of our industry, the resurgence in home systems is going to help.

> *It's the fun of playing the games with other people that can't be duplicated in the home.*

Given your background, is your year in video or pinball, and what are your feelings on both?

I don't think it's in either; I think it's games in general. As I said before, a game has to be fun. I play video, pinball, pool, shuffle alleys, whatever. However, if I had to pick one, I might lean towards pinball because I've grown up with pinball machines around me.

You touched on something before about pinball and how it's evolved. Where can they go from here?

Anywhere our imagination takes us. How's that for an answer? I think games will get better and better in terms of giving the player more of an entertaining experience. Pinball is a more physical experience than a video game. There is obviously some physical interaction between a video game and the players, but in a pinball machine, it's really a visual, tactile kind of feedback with the bouncing of that ball around on a playfield and the different effects we offer. Where will pinball go? Again, it depends. We've gone from single levels to multi-levels, horizontal and vertical playfields, ramps above and below the playfield, and all kinds of wonderful gadgets. I think a lot of it depends on where the game designers lead us and the response of distributors, operators, and players.

The price of video games and pinball machines has increased at a fairly steady rate. Do you see this continuing?

I'm convinced every manufacturer is sensitive to price, but because games have gotten so sophisticated, it takes that much more to create and manufacture these types of games. A game today versus a game ten years ago, and not just because of inflation, costs you 40 to 50 percent more than it did in those days. And with pinball, just look at a playfield. You can see the difference in where we are today compared to where we once were.

I am sincere when I say that improving play appeal and reducing price has to be a major goal. It's something that we are attempting to do here and we'll continue to do.

One of the arguments or suggestions has been to increase pinball pricing to fifty cents, three ball play. We find it in certain areas, although there are still pinballs being operated at 5-ball for twenty-five cents. How can pinball earnings better compete against video?

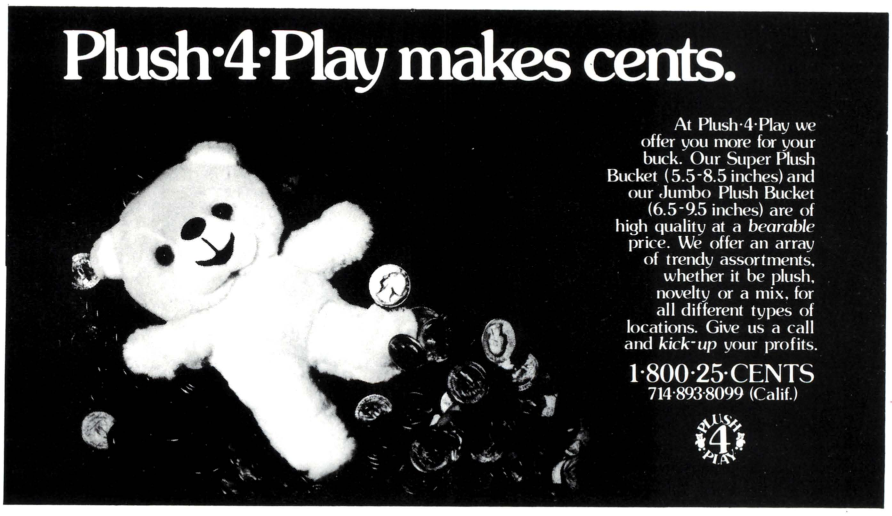
We've attempted to break that barrier several times, through games like *Banzai Run*. We try to give the player more for his money, whether it is 25 or 50 cents. Video games have an advantage over pinball games in that they can have multiple players simultaneously. We have not been able to apply simultaneous play to pinball, although we did do a game called *Joust* pinball a couple of years ago. Two players could compete simultaneously on that machine.

As far as 50-cent play versus quarter play, the players ultimately decide. If they don't feel that they're getting 50 cents worth of entertainment, they're going to walk out and go buy a record, see a movie, or go play their video game system at home. The manufacturers and designers have to create games that will justify 50 cents worth of entertainment.

> *It is everyone's obligation to attack the drug problem.*

How do you feel about the acquisition of Bally/Midway? How has the transition gone and what do you think the future holds?

It seemed from a competitive standpoint that Bally had lost a great deal of game design appeal and marketshare.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They were king of the hill at one time. Maybe they just lost the drive to be number one or they lost the desire to make the type of games that the players wanted.

The purchase gives us a chance to create different types of products simultaneously and offer more to the marketplace. There's a lot of game ideas that game designers from Williams, as well as the game designers that came from Bally/Midway, would like to bring to market. The acquisition has given us an avenue to show some different wares and try some different things.

Some people initially thought that the Bally name would vanish and that Williams was gobbling up a competitor just to take them out of the market.

It's our intention to do two distinctive product lines. There will be Bally pinball and Williams pinball. There will be Bally video and Williams video. There will be other types of coin-operated games from Bally, and there will be other types of coin-operated games from Williams. So no, there's no intentions to bury the Bally name. In fact, quite the opposite. Each product line has its own group of designers and sales and marketing forces. There is healthy competition internationally since we do have these two distinct entities.

There aren't a lot of American manufacturers. How do you feel about the Japanese influence on the coin-operated amusement game industry?

The Japanese have obviously been very successful. They make money for the distributor, the operator, and give entertainment to the players. Overall, they've been very good at it, and you've got to respect the kind of games that have come out of these particular companies. They're a very formidable competitor. However, I don't think players really pay a lot of attention to whether it's a Japanese product or an American product. Instead, it's a question of whether or not they are having fun playing a particular game. If they don't have fun playing the game, it doesn't matter who designed it. We have to design games that are fun.

For all the success that the Japanese companies have had in video, why do you think outside of Data East that there haven't been other attempts at doing pinball?

I believe a lot of Japanese manufacturers develop games that appeal to their own Japanese marketplace first and then world-wide distribution. I don't know if the Japanese player has been in tune with pinball, for whatever reason. Sega at one time did manufacture pinball machines.

It probably comes down to the fact that there are different market niches that manufacturers feel they're better at and want to design for. We're very comfortable and confident that we know how to build exceptional pinball machines for the markets we want to address, which may not be the same for other manufacturers.

Speaking of markets and products

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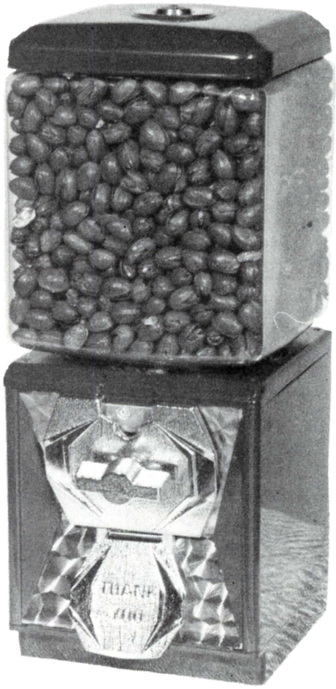

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Williams excels at, what about the shuffle alley line that has been going on now for more than 40 years?

Well, it continues to be a popular, fun piece in a variety of different street locations, bars, and the taverns. Like darts, opportunity also exists for shuffle alleys to increase in popularity and player appeal through leagues or tournaments. We have begun to seriously look into organizing and creating shuffle alley tournaments and promotional activities with tie-ins to major companies.

Now that Williams is back into video with *NARC*, has it reached your expectations? If you had to do it all over again, would you do it the same way?

Oh, absolutely. For our first game in several years, we feel that we achieved what we set out to accomplish. It was our goal to develop a certain game mentality and unique presentation. Looking at the screen shows we succeeded. It presents a more realistic picture and game feel than any other electronic system or game has ever done before. To create *NARC* we actually built a movie studio and filmed live actors in order to get the particular look we wanted to achieve.

As far as market penetration and location impact, the tell-tale sign is in the cash box.

> *It's our intention to do two distinctive product lines.*

We have seen a "say no to drugs message" on many Williams games from *NARC* back to *Cyclone*. Do you feel that this has had an impact on the playing audience, and what is the corporate stance on this?

It is our responsibility as manufacturers of games that so many people play and are affected by to get this message across. Drugs can and do ruin peoples lives. If we can help get that message across and influence players to say no to drugs, we have achieved something that goes beyond financial or technological rewards. It is everyone's obligation to attack the drug problem. It's good to see the entire industry endorsing this program.

What's Ken Fedesna's view for the future?

I see many good things ahead for Williams, Bally/Midway, and the industry. All of us here recognize that the operator and player have become much more demanding in the type of game that they buy or play and that's good, because only the best games will make it. Because of that demand, manufacturers can't be content to go through the motions and turn out mediocre games. If you're going to be successful, you have to turn out the top games.

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Operator Finds A "Choice" Solution For Limited Equipment Locations.

In every business, choices have to be made with success riding on the smart decisions.

It's no different in the world of coin-op when an operator has to choose which equipment to place in a given location. The right decision will maximize earnings potential and improve bottom-line performance.

That's why Gary Steinhauer of Indy Amusements makes the Nintendo® PlayChoice-10® a part of his site success formula. For Steinhauer, the PlayChoice™ System makes economic sense in his network of over 150 on-street locations throughout central Indiana.

In Steinhauer's view, the PlayChoice™ unit has "become a stable item in the industry." It performs its low-maintenance earning function in much the same way as a pool table or an electronic soft tip dart machine. Once it's in place, it continues to generate cash without a lot of upkeep.

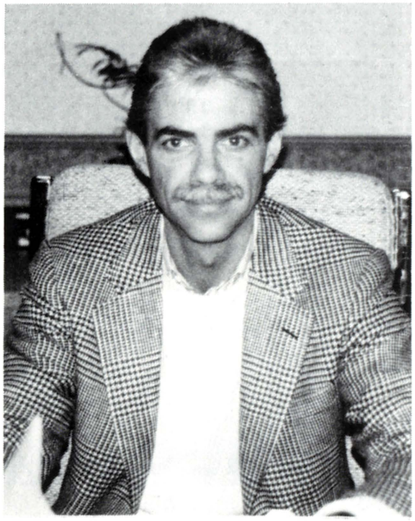
"PlayChoice™ is a piece of equipment you put on location and let it work — you don't have to constantly rotate the cabinet which reduces expenses. It's a relatively inexpensive piece of equipment for the ten game variety it offers, so return on investment is high.

"It's not a barn-burner," he cautions, "but a steady, reliable source of income each and every week." At Indy Amusements' best locations, PlayChoice™ collections average $100-$120 per week.

While PlayChoice™ is part of the typical product mix at any of the company's larger operations, Steinhauer finds it works wonders in locations where licensing laws or rentable square footage limits the number of pieces of equipment available for play.

"So many on-street locations are restricted to only one or two pieces, or at the tops, four. We can put a PlayChoice-10® in along with three other cabinets and get effectively thirteen game options in the space of four cabinets. And there's no difference in the way the PlayChoice™ unit is licensed, even though it contains ten titles."

In situations where the number of cabinets is limited, Steinhauer favors his PlayChoice-10® solution for increasing the location's earning potential and widening the selection of games for greater player appeal. It would appear his philosophy is working, for at Indy Amusements, success is riding high on having made the right choices.



Putting PlayChoice™ in its place — Gary Steinhauer of Indianapolis based Indy Amusements.

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Ken Fedesna, busy at his desk.

The Williams pinball crew, back row (l to r): Larry DeMar, Steve Ritchie, Mark Ritchie, Barry Oursler, and Pat Lawlor. In front are Steve Kordek, Ken, and Marty Glazman.

The Bally pinball design team, (l to r): Steve Kordek, Peter Perry, Dennis Nordman, Jim Patla, Ward Pemberton, and Ken.

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ASK THE OPERATOR

Question:

Do you use a route management program? If so, how has it benefitted your business?

A

Jack Kerner
Melo-Tone Vending Inc.
Somerville, Mass.

Yes, we have a very elaborate computer software program. It keeps track of every machine that's ever been on location, how much money it's brought in, every service call, what was done to the machine, and so on. The computer remembers everything, but we also employ a route supervisor.

When a piece of equipment comes in off the road, the first thing that's made is a complete printout of repair calls. If we see, on a pinball for example, "burned coil, burned coil," when they shop it they're going to find out why that coil keeps burning out.

The advantage of the computer is that it saves time while helping you maintain controls and watch collections. But as good as it is, you really have to get insight on your route from the route man. He's the one who has direct contact with the customer, keeping a good rapport.

A

Larianne Simon
Pride Enterprises
Huntsville, Ala.

Yes. We started computerizing in 1982 with IMS (Innovative Management Systems), which was one of the first one's introduced. Most recently, we bought The Silent Partner and changed computers to an IBM-compatible.

I don't see how an operator can work without a computer. In 1982, we had about 300 machines; I'm about 600 machines strong now. There's no way I can keep track of all the transactions in my head. The computer gives you your cost factors and an opportunity to not second guess whether a machine is profitable. I can compare *Ninja Gaiden*, for example, in all my locations and move the ones where it's not doing as well. So the computer allows you to save time and be better organized.

A

Chris Long
L & L Amusements
Bristol, Va.

No, we don't feel it's necessary to get one at this point. We just use a pretty simple bookkeeping system. I don't think we have enough pieces of equipment to justify getting a computer.

But in the future, if our company grows and we operate more machines, then we'll probably reconsider getting a computer to handle things.

A

Don Barfield
Texas Amusement Games Inc.
Richardson, Texas

We've used a computer ever since we officially opened in January 1980. A computer programmer came in and entered a program that we'd designed ourselves.

The computer keeps up with all of the games that are in a particular location, all of the games that have previously been in the location, the amount of income on each individual game, the service calls made at a location, and so forth. We can get a "Top 10, 20, 100, or even 200" report for games, locations, routes and anything that's in the computer, and we can do it over any time frame we want. With a computer, you can take one specific game and pinpoint exactly how it's performing.

You can always get by without a computer, but I know in my case I'd have to hire three or four office people to do what one person is doing now. To have accurate records and to know what you're doing— quicker — it's much easier to use a computer.

Computerized route management: don't be afraid

by Christopher Caire

They bring fear to the hearts of ordinarily brave men. ''I'll race into a burning building to save the women and children, and I'll even eat liver, but *pleeeeasssee* don't make me buy a computer!''

Yes, we technological sissies who cower at the thought of having to operate computers had better face it: they're here to stay and are certain to assume a greater role in day-to-day 21st century life. Why fight it?

Operators of coin-op equipment can benefit greatly by utilizing a computerized route management system. The obvious attributes— better organization and a huge savings of time— should make reluctant operators reconsider their anti-computer stances.

Here's a sampling of some computer software companies and their programs.

John Brook

John Brook
Southland Associates

Southland Associates, which is based in San Carlos, Calif., began selling computer programs to amusement route operators in 1983 with its Easy! Route I software system. In 1985, the company introduced Easy! Route II for operators with smaller routes.

''The three key areas that operators face, both large and small, is what games do I have and where are they, what's the revenue profile, and is the person collecting the money cheating me,'' Brook said. ''Easy! Route addresses these three problems.

''We have a user tutorial that takes you through the simulated start-up session, where you enter locations, games, collections, and so forth. It's important to go through and learn what the tutorial is trying to teach you, and it only takes an hour or an hour-and-a-half. But unfortunately, only about one-third of our customers take advantage of it. Instead, they take advantage of our unlimited telephone support for 30 days after buying the system. Needless to say, we get to know our customers very well.''

Easy! Route I is the top-end package, designed for operators with large routes. It requires a hard disk and will run on virtually any computer, Brook said. The program, priced at $1,495, is also multi-user.

''Easy! Route I has additional reports; for example, rather than just getting straight inventory lists, it has a report writer that lets you look at your historical information in more detail,'' Brook said. ''Easy! Route I is ideal for the operator whose route is so large now that he's spending a quarter to a third of his time wholesaling games. It has a feature that allows you to target your marketing activities by selecting just those people that meet specific marketing criteria.''

On the other hand, Easy! Route II is ideally-suited for smaller operators seeking an entry-level system, Brook said. Priced at $595, it runs on IBM PCs or clones only. While Easy! Route II can use a dual-floppy disk system, he recommends using a hard disk.

''It's for people who are just getting started, who want something less expensive and easy to use,'' Brook said. ''Easy! Route II addresses the three major needs of the industry; it doesn't have as many features as Easy! Route I. Most of our customers have II, not I. We want people to be happy; we don't want them to spend tons of money, because who wants to spend tons of money? If they need something bigger than II, then Easy! Route I is there for them.''

What about the operators who feel that even $595 is too much to spend, that manual record-keeping is enough?

''You'll get the cost of the computer and the software back anywhere from one to five months,'' Brook said. ''With a computer keeping track of things for you, you've got more time to do other things. Also, as soon as route people see that computer and that first computer printout, they know that they'd better stop stealing. All of a sudden these shortages go away. I hear this all the time.''

□□□□

Kit Hanley with Ray Hibanger of Hanson.

Kit Hanley
ITC (A Hanson Co.)

ITC (Integral Technologies Corp.) has been in business for seven years. Based in Bloomington, Minn., ITC is part of Hanson Distributing, its parent company. Hanson has been around for 17 years.

''What you have is a marriage between established coin-op professionals and computer software experts,'' said Kit Hanley, ITC's sales and marketing director. ''I consider that to be our biggest attribute.''

ITC's forte is league management. It's ''do-all'' program is the $525 League Executive, which came out last month after the initial development stage began nine months ago.

''League Executive is a generic piece of software written for leagues,'' she explained. ''If you're running any kind of dart league— 301, 501, Cricket— pool league, bowling league, golf league, or any other league whatsoever, League Executive will handle the administrative tasks and the scheduling. It won't become obsolete, because it's the only league programmer you're ever going to need. The scheduling feature is very important. Everybody complains about how long it takes to do a schedule manually.''

ITC offers scheduling-only with its— you guessed it— League Scheduler. That program costs $225, but Hanley estimates that 80 percent of ITC customers get the administrative features also. In addition, there are two types of League Secretary programs: 301 Dart League Secretary and 8-Ball Pool League Secretary. Each costs $195; ''they're wonderful, but they're limited,'' Hanley observed.

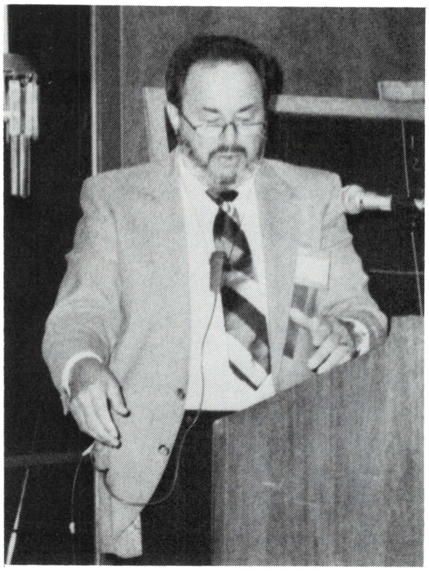
(Note: ITC will begin marketing League Executive without the scheduling in about 90 days; no price has been announced. All programs are designed for IBM-compatible hardware.)

In addition to the generic part of League Executive, the program has the ability to handle divisional play. ''Considering how leagues are growing throughout the country, that's becoming a more and more important feature. It also does handicapping. There are two rosters: one is a team roster, and the other is a player roster. You pull the guy, with all of his stats, and assign him to the various teams. It's very unique; normally you'd have to enter that player three different times if he was going to be on three teams.''

Though she described League Executive as being able to handle *everything*, Hanley said league programs wouldn't be cost-effective for route operators. ''Unless he wants to have a scheduling program for he and his 15 golfing or bowling buddies,'' she laughed.

□□□□

Ted Furkin



Ted Furkin
Allstar Music/The Silent Partner

Back in 1984, when the program The Silent Partner first came out, there were actually no plans to sell it. ''We gave away the first three or four programs and found we had to babysit everyone we gave it to,'' said Ted Furkin. ''They just didn't understand computers. Today, The Silent Partner is being run by about 250 operators all over the world: Canada, Mexico, Puerto Rico, Tasmania, and Hawaii, just to name a few. It's unbelievable how much it's mushroomed.''

There are three types of programs: The Silent Partner Mini ($995), The Silent Partner ($1,995), and The Executive Package ($2,995). The Silent Partner is multi-user, and the cost goes

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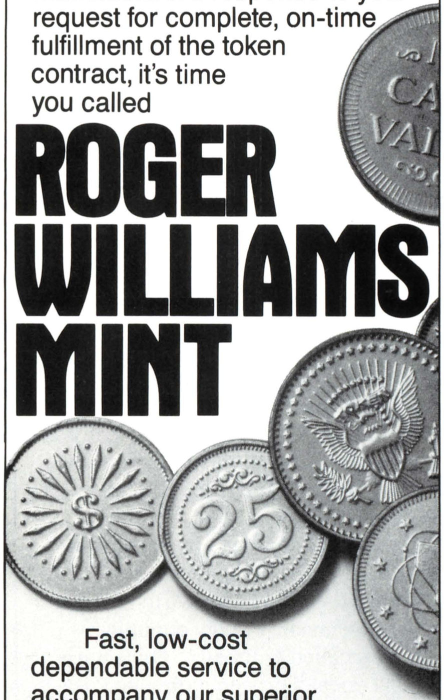

up depending on the number of stations desired, whether a vending or service package is included, whether a truck maintenance feature is included, etc.

''The average operator is not computer-orientated; he's frightened to death of them,'' Furkin explained. ''If an operator wants to start working computers, he should start with a route management program. Forget about word processing, check-writing, accounting packages. The first thing to do is basically learn about computers, for a year or two. Then advance down the line and slowly build-in the other features.''

Like Brook, Furkin laments that operators seemingly refuse to read the manual provided them. ''Most of them just won't read it. One woman called me, got me out of the shower, and told me she had an error and what was the problem. I told her three simple possible reasons that were right there in the manual, but nobody bothers to read it.''

Furkin has accepted the fact that customers would rather call him long distance than read the manual. So much so that Allstar Music, based in Springfield, Ill., will return calls nationwide to help customers figure out their problems, to the tune of 662 billable minutes for the month of January.

As for the computer hardware itself, Furkin is no less forthright with his opinion. ''For God's sake, buy your computer locally, from a local businessman,'' he said. ''Don't order it from some company that puts 'em together out of their basement. Buy a good, name computer from a local businessman.''

The burning question, one that hasn't yet been addressed, is this: who is an ideal candidate for a computerized route management system?

> *''The average operator is not computer-oriented; he's frightened to death of them.''*

''I think it depends entirely on an operator's memory,'' Furkin said. ''If he has 100 pieces, does all of his own moving and collecting, and can pull up Joe Blow's bar in his memory and remember what's been in there for two years, then maybe he doesn't need a computer. But being realistic, if a guy has over 100 pieces of equipment, then he needs software. Let's face it: that operator has one hell of an investment.

''I think he needs a route management package, but I don't think he should run out and get payroll, word processing, and everything else at the same time,'' Furkin continued. ''I just don't think he can absorb it. The Executive Package has a truck maintenance feature, a vending feature, and a full service feature, but not everyone needs that much. Don't let somebody sell you a bunch of other packages and try to start about five things at once. Just start with something simple, like a route management program.''

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Game System Adds to Easygoing Operations California-Style.

Sunny days, fresh ocean air, an easy, relaxed lifestyle — it's the California mystique. The good life on the coast. And, for Just Games' Fred Gillmann, there's more than a hint of truth in it.

Sure, business is business and daily operations still take their usual toll, but this southern Californian operator has found a way to make servicing his locations easier and his business more profitable with the Nintendo® PlayChoice™ System.

With the majority of his locations consisting of military bases and bowling centers spread across San Diego, Long Beach and San Jose, Gillmann appreciates the PlayChoice-5® ease of operations which make it a virtually hassle-free piece of equipment.

Comparing the system's life cycle and service requirements to a video juke box, Gillmann pointed out that his PlayChoice-5® units, like their VS. System® predecessors, are steady contributors to his company's success.

''When the VS. System® first hit the market, we made a heavy commitment,'' recalled Gillman. ''Our return on investment has been more than satisfactory and has been a contributing factor in our growth from 125 machines to 800 pieces of equipment on location over a four year period. I firmly believe that conversion to the PlayChoice™ System is a must for today's fast-growing operator.''

Since converting to PlayChoice-5®, Gillman has had an opportunity to witness the advancement of the Nintendo® system technology firsthand.

''The multi-game system cabinet is a viable and profitable part of the industry,'' commented Gillman. ''PlayChoice™ offers some real advantages. It gives players more games to choose from in a single cabinet. And, with the Nintendo® ongoing release of software, I can update the system at a reasonable cost versus the expense of buying a new dedicated game or kit.

''It's real advantage, though, comes in the operating convenience of the system itself. There's no need to rotate cabinets — saving time and expense that can take away from a machine's bottom-line performance.''

And for Gillmann and operators everywhere, that kind of hassle-free operations can make life a little easier. Pass the suntan lotion, will you, please?

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Fred Gillmann of southern California's Just Games finds PlayChoice™ easy to operate and profitable to own.

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Norm Drye

Norm Drye
E-Soft Systems

This company in Baxter, Minn., has been providing software programs for both league and route operators since mid-1986. Among the league programs are Dart League Manager, Cricket and Dart 301 for darts, and Pool League Manager and 8-Ball Pool for billiards. The League Managers come with a built-in scheduler. Each of the league packages costs $395.

Calling manual league scheduling "a nightmare," Norm Drye estimates that a half-hour is all that's needed to enter the league information and get a computer printout. Conversely, doing the same thing by hand would take about half-a-day. "The savings in time is unbelievable; one guy told me he had to let his secretary go because he just didn't have any work for her," Drye said. "He was able to enter the scores himself."

For route management, E-Soft provides CAMS (Computer Automated Management System) at $995. Again, what we're talking about is better, more accurate information in a short period of time.

"What a route management system does is give you information that would've otherwise taken you days, literally days, to dig up," Drye said. "The computer can kick that information out in a matter of seconds. If you've got over 100 machines, you can benefit from a route management package. Our smallest customer has 60 or 70 pieces of equipment."

E-Soft recently released an updated version of CAMS, called "Version 2.7". According to Drye, "We send our customers free updates; all it costs them is $7.50 for shipping and handling, and it includes the new manual. We sent the 2.7 all across the United States and Puerto Rico, Canada, Australia, and other foreign countries."

Among the many features within CAMS are the printing of 1099 forms for the operator's locations; machine movement history; location history; collection sheet printouts by location and/or route; cross-checks the revenues entered and the meter readings; machine and location income information; machine and location ROI; check-writing; and what was purchased within a given time frame.

E-Soft's software runs on any IBM-compatible computer.

"Most operators know pretty darn well whether a machine is bad, without having to use a computer," Drye concluded. "An operator can do it that way— classifying equipment as either good or bad— but think how much more accurate and precise he can be with a computer. I have customers who classify their machines in six to eight different ways, which allow them to better rotate them. Rotation is the life-blood of this industry. Why not take advantage of what's out there to help your business grow and prosper?"

(Note: While we sampled four companies for this story, these are by no means the only ones dealing in computer software for route management. Also, for more information on the programs and their features listed in this story, contact the companies at the address/phone listed below.)

- Absolute Computer Services; 14901 Quorum Dr., Suite 465, Dallas, TX 75240; (214) 788-2800.
- Allstar Music Inc./The Silent Partner; 3441 S. Park, Springfield, IL 62704; (217) 793-3350.
- Applied Computer Technology Inc.; 1701 W. Charleston, Suite 540, Las Vegas, NV 89102; (702) 366-1647.
- Arcade Management Systems; 1535 Degrasse Ave., Norfolk, VA 23509; (804) 627-4362.
- Automation Technology Research; 4790 Irvine Blvd., #105-376, Irvine, CA 92720; (714) 838-6607.
- Brandt Inc.; 1750 Woodhaven Dr., Bensalem, PA 19021; (215) 638-3600.
- Coin-It Co.; 4380 N.W. 72nd Ave., Miami, FL 33166; (305) 593-5111.
- E-Soft Systems; 1276 Red Pine Circle, Baxter, MN 56401; (218) 829-4743.
- Effective Management Systems; 1200 W. Park Place, Milwaukee, WI 53224; (800) 558-8727 or (414) 359-9800.
- ITC; 9201 Penn Ave. South, Suite 1, Bloomington, MN 55431; (800) 328-2866 for outside of Minnesota, (800) 352-2780 within Minnesota, or (612) 884-6604.
- Mid-South Computers; 1804 Hwy. 45 Bypass, Jackson, TN 38305; (901) 668-1423.
- Priesmeyer and Associates; 1218 Windsor Rd., Harrisonburg, VA 22801; (703) 434-1781.
- Southland Associates; 655 Sky Way, Suite 207, San Carlos, CA 94070; (415) 595-4992.
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How'd we ever get along without computers?

by Jeff Rosenthal

Each year more and more operators join the high tech world of office automation with devices from electronic coin sorters/counters to microcomputers and fax machines.

Those operators looking to go a step further with computerizing their businesses are seeking help with spreadsheets, accounting, bookkeeping, payroll, payables, receivables, inventory control, word processing, desk-top publishing, and banking.

The first thought may be to visit your local computer dealer. However, this really should be your second step. Going first to the dealer will lead to frustration, disappointment, disillusion, and probably inappropriate cash outlay.

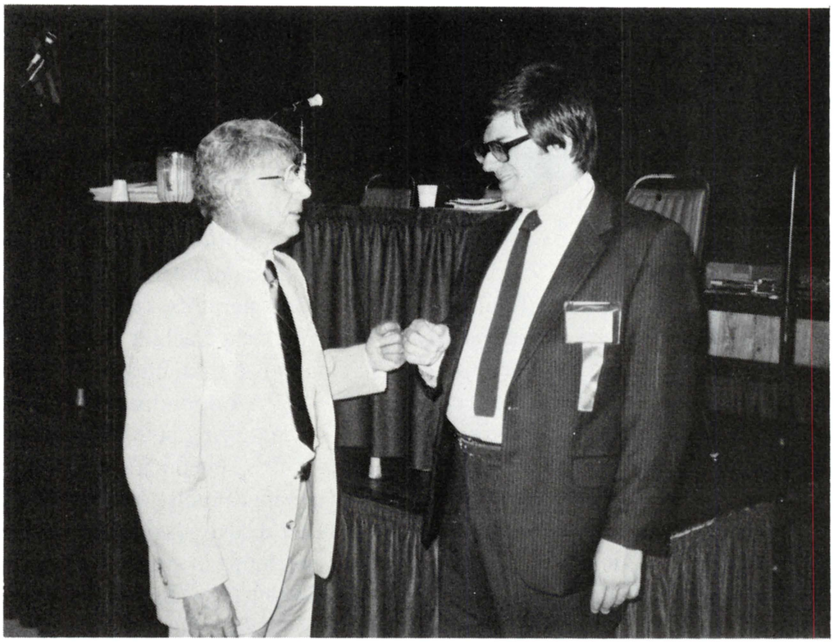
Consider these points

Without a doubt, you must consider many other factors before you choose the computer hardware.

1. Set your priorities to decide which tasks need to be computerized first. You would be unrealistic if you attempted to convert more than one task at one time. Transition is a lengthy process.

2. Evaluate your staff. Ask yourself who will be responsible for data entry and data evaluation. Take into consideration the learning ability of you and your staff and your staff turn-over rate. You are kidding yourself if you think you can hire a subordinate so you don't have to learn the computer. Employees quit or are fired. You don't need to be an expert but you must know the basics. You must know how to start the program, how it works, and what it does.

3. Consider other factors such as office layout, electrical outlets, phone lines, carpets (static electricity), desks, sun glare, and lighting. After assessing your office, list your work priorities from most important to least important.



Jeff Rosenthal (l) talks with Russell Warner of Warner's Coin Machine Co., Erie, Pa.

There is an old expression that says "he who has the most toys wins," and it's appropriate here. Don't be tempted into buying unnecessary gadgets. The necessary gadgets are expensive enough. The array of peripherals such as printers of every size and description, extra disk drives, phone communications modems, and faxing equipment is overwhelming.

Choosing your system

Now that you have considered all of the above, you are ready to purchase a "system." The standard of the industry is the IBM. Every manufacturer now features either IBM compatibility or cloneability. Even manufacturers like Commodore and Apple have models which are IBM compatible.

If you have the choice, go with either an IBM or an IBM clone (the clone for cost saving.) Not all compatibles are *fully* compatible, meaning that some software programs will not run on a compatible unit. Most will run on clones.

The next consideration is the speed of the computer. An "XT" type is slower than an "AT" type. The "AT" is said to be a turbo, but even here there are speed options. It's also important that you choose a computer with expandability. Purchase the memory and peripherals that you need *now*, but remember that either your business will grow or you will rely more on your computer, so expandability protects you from having an obsolete computer.

The dealer is an important consideration. You should look for a full-service dealer, one who can repair and maintain your equipment if necessary. The dealer should have a vast array of equipment in stock. He may even let you try out the software before you purchase it. You also need a dealer with night and weekend hours so that you can call him with technical questions. When you first computerize you may begin working at night after work and on weekends or both. It would be nice if the dealer had similar hours.

Remember that any idiot can sell you something. Only a knowledgeable professional will be able to answer your daily operational needs and questions. Take the time to pick the right dealer and save a lot of headaches later on.

You're ready to go

Now that you have your new toy, you should take the time to read the general operating manual for your computer. If you bought a clone, it may not have an operating manual included. Spend the extra dollars and buy one.

After removing the packing materials, plug the computer in and turn it on. If your computer is a hard drive, some programs may be in the memory. If your system is floppy disk only, you will have to insert a data or program disk containing the operating system and the program.

Never, never use a master program disk for anything except to make a working copy of your program. If you are making a copy of of your program disk on an MS-DOS operating system, the command will look like this:

```
A> COPY B:*.* A:/v <RETURN>
```

> *Each year more and more operators join the high tech world of office automation.*

Translated, it means, "copy from the B data drive to the A data drive." The *.* is called the "wild card," meaning "copy everything." The /v is the instruction for the computer to verify that the copy was done correctly.

You'll see on your keyboard a button marked "return" or "enter" or a bent arrow. All are the same as "return". When you see <RETURN>, it means to press the return button. Do not type the word "return."

Now that you have made a copy of your program disk, put the original in a safe place for emergencies and use the copy daily. Read the instructions to find out how to bring the program up on the screen. A program name cannot include more than 10 characters—seven characters followed by a period and three more characters called an extension. Many programs have two-letter names. For example, a word processing program called Word Star by MicroPro has a computer name WS. You would call up this program as follows: A> WS <RETURN>

Your computer will do the rest by reading or loading the program. Onscreen instructions will tell you what to do next. Most software comes with a tutorial or a sample program with a "text" file telling you in English what to

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do. The best way to learn how to use a program is to go in and play with sample data. That's what it's there for. Go ahead and learn by doing, making mistakes, and discovering how to correct your mistakes.

Don't be afraid to hurt the machine or the program. It is not likely that you will do so. Your comfort level will increase as your hours of hands-on computer time increases. Transition will take time. Just after you pass your driving test, you wouldn't attempt to drive the Indianapolis Speedway, or your local highway for that matter. Just handle one task at a time. After mastering one program or program type you will be ready to learn the next. This is the way to develop your own learning curve.

For business programs, the previously discussed rules apply, but you really must experiment with the programs. Follow all of the rules and don't forget to duplicate the master disk.

After you are confident that you know how a program works, you then are ready to use your company data. If your data includes massive lists of names and addresses (like your account list), it may be worthwhile to hire an experienced typist (such as an office temporary) to do much of the typing. Chances are they will do the job quicker and more accurately.

> *Going first to the dealer will lead to frustration, disappointment, disillusion, and probably inappropriate cash outlay.*

When you're confident that you understand the working of a business application program and your company data has been entered, you are ready to apply the program to your situation. It's important to ''run parallel''; that is, in addition to entering the data into the computer, you should also continue to handle the data manually for at least 30 days. You can check to make sure that the hand-generated documents agree with the computer-generated ones. If they don't agree, find out why. It may be the program, although it's unlikely. It's more likely that you did something wrong. Establish what you have done wrong, and make appropriate corrections. Then run parallel for another 30 days just to be on the safe side.

It's hard to imagine how we ever functioned without a computer. The hours saved cannot be calculated, but you'll soon realize how easily time-consuming tasks are done on the computer. You'll soon be asking yourself how you got along without it.

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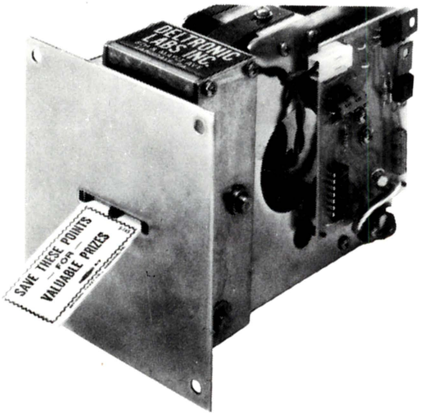

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IN

PLAY·METER

Tracking a day in the life of a routeman

by Christopher Caire

My entry into the world of coin-op began about nine months ago, when I became the news editor for Play Meter. As each new day passes by, I glean a bit more knowledge about this fascinating industry. The manufacturers, the distributors, the operators, the issues, the games, and so on become more familiar, thus making my job that much easier.

Still, one aspect of my initiation was lacking: despite having written about what operators and routemen do on a daily basis, I had never gone out and *seen* them in action. That all changed one humid Friday last February.

My colleagues in the editorial department, Valerie and Bonnie, came up with a good idea: I would spend a day observing an operator and his routemen, getting a first-hand view of the highs and lows they encounter. My ''subject'' was Jefferson Music Co., located in Gretna, La. (a suburb of New Orleans). The company, which has been around for 45 years, is operated by Vincent Marcello. Some of the employees, including service technician Charlie Babin, have been with Jefferson Music Co. for nearly 40 years. Back then, Vincent Marcello Sr. was running the show.

I started by chatting with Vincent for a while. Here are some of his views.

On video games: ''I'm very skeptical of videos. I think the ROI is poor; by the time I've got one paid for, it's not popular anymore. I wish the manufacturers would give us more kits; I bought *V'Ball* and may get *Cabal*. *Team Quarterback* is a nice dedicated piece.''

On jukeboxes and pool tables: ''I'll buy them at the drop of a hat, compared to video games. The ROI is much faster, and they're steady, consistent earners.''

On pricing: ''Some of this equipment we operate is underpriced. We should be getting 75 cents for foosball and pool. I'm considering that in an upscale location that I recently acquired.''

Charlie Babin, a service technician at Jefferson Music Co. for nearly 40 years, works on the video game *Gauntlet*.

Routemen Sal Alongi (l) and Patrick Weatherspoon in one of Jefferson Music Co.'s ''record rooms.''

On stealing locations: ''Oh yes, that happens all the time. My location will tell me that another operator came by and tried to offer them something I didn't have. There's enough growth potential in this business to not have to steal locations from a competitor.''

On keeping locations: ''You can't save a location on the telephone. I go over there and don't leave until I've satisfied the customer and made sure the route is safe and secure— at least for another few weeks.''

On improving the industry: ''I'd like to see more standardization; for example, having the meter reading in the same place on every cabinet would speed up collections. Also, I'd like to see more kits available at a reasonable cost. By reasonable, I mean under $1,000.''

As it happened, I arrived at Jefferson Music Co. on a historic day. Marcello was like an expectant father, only in this case he was waiting to see how much money his new ''baby''— a Rowe *LaserStar* jukebox— would bring in after its first week in one of Marcello's top bar locations.

Though he had already placed combo CD boxes in various locations, this was the first dedicated CD Rowe box that Marcello had tried. The routemen, Sal Alongi and Patrick Weatherspoon, were instructed to call Marcello the minute they collected the week's revenues. ''On second thought,'' Marcello decided, ''I'll meet you there at noon and see for myself.''

He said he went with Rowe because ''they're reliable, and they research their products well. I like the fact that 12 pages of song titles can be flipped with the press of a button.'' Marcello set the *LaserStar* on three plays for $1, seven for $2. His expectations were high. ''Ideally, a good jukebox location does around $300 a week. This bar, Casablanca, did about $290 last week. I'm anxious to see how the new jukebox did after just one week.''

One of the CD jukebox's chief rivals in a bar location is the disc jockey. Marcello thinks he has a good idea for combating the man with the microphone.

''We need a CD system with no lapse in music; it should be continuous, track after track,'' he said. ''That's the advantage of a disc jockey. He makes sure the music keeps coming, which keeps the atmosphere lively and the people up at the bar drinking. With a CD box or any jukebox, when there's a lull between songs, that customer stops, looks at his watch and realizes he should be getting on home. A manufacturer has to come up with sort of a 'DJ box' to compete with these sound systems.''

> *''The location owner is friendly for the most part; that is, as long as money is being made. Otherwise, there's always something to complain about.''*

I concluded my conversation with Marcello and met Sal and Patrick in ''the record room.'' Boy, talk about being aptly named! This room, along with an adjacent one, was filled with stack after stack of 45s. One table had 45s that get pulled out once a year: Mardi Gras singles like ''Carnival Time,'' ''Take Me To The Mardi Gras,'' and ''Big Chief.'' What an unenviable task, having to wade through mountains of music to find a gem from the '50s.

Sal, who's been with Jefferson Music Co. since 1974, does the programming for the route's jukebox locations. On this morning, he and Patrick were lining up the latest requested 45s to be dropped off at the day's stops. (Jefferson Music Co. orders its 45s from Mobile Records in Pittsburgh or Floyd's Records in Ville Platte, La.)

We were going to Casablanca for the big collection at noon, but there were a few stops to make beforehand. These, too, were lounges that had jukeboxes and pool tables as the primary pieces of coin-op equipment.

When we got to the locations, I soon realized why Sal and Patrick said they could service four to five stops in an

> *''Some of this equipment we operate is underpriced. We should be getting 75 cents for foosball and pool.''*

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To help his operators reach that level of success, Godwin offers and supports quality products — products that are suited to diverse location needs and provide good return on investment.

''In our industry,'' Godwin commented, ''longevity is a real critical factor in an operator's buying decision. He wants longevity in terms of both the manufacturer's support of the game itself and its ability to earn money over a period of time.''

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Godwin finds one type of location particularly well suited for PlayChoice-10®. ''We don't target the system for high-volume, multi-game locations,'' he said. ''Instead, we look for locations limited to one or two games. We can turn a mediocre site earning $60-70 a week into a steady earner of $100 or more with a PlayChoice™. And that's consistent collections, week after week.''

It's all part of knowing your business, and at Godwin Distributors, Lester Godwin knows his business very well.

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hour. They performed their jobs with no wasted time. Patrick, an employee since 1986, went straight to the machines to read the meters and remove the quarters; the figures were entered on paper.

Sal took the quarters and fed them into a miniature coin sorter, then funneled the coins into a series of small "bank" envelopes. Another meter reading was taken from the coin counter; rarely, Sal said, do the numbers fail to jibe. The location owner got his share of the 50-50 split and signed the ticket that Sal had made out. A few requests were added to the jukebox, an adjustment here, an adjustment there, pleasantries were exchanged, and BOOM, out of the location in 15 minutes.

My watch showed straight up at 12; the time had come to check the first week's take on the Rowe *LaserStar*. The result: $386, nearly $100 more than the previous, non-CD jukebox brought in. A few minutes later, Vincent Marcello arrived, eager to hear the news. He smiled and nodded approvingly.

"I'm very happy with it; it's an increase of about 36 percent," Marcello said. "You also have to consider that we don't have it at full capacity yet (it was nearly three-quarters full), and the customers are still probably unfamiliar with the box or not quite ready to pay $1. But this is encouraging; I expect things to pick up real soon."

The location owner said his customers were excited about the new hi-tech box. "They've literally been lining up to play it, and they don't mind the $1 price tag," he said.

As the day drew to a close, I asked Sal about his relationship with the location owners. Is it usually adversarial or friendly?

"The location owner is friendly for the most part; that is, as long as money is being made," he said. "Otherwise, there's always something to complain about. They don't like the records I bring them, they don't like the service, and on and on. But that's just human nature, I guess."

And, like the U.S. postmen, routemen are expected to do their jobs in even the most inclement weather. Sal recalled a date that will live in infamy in New Orleans: May 3, 1978, known here as "the May 3 flood." On that day, what started out as a common morning rainshower turned into an incessant, nonstop downpour. By the afternoon the city had been taken hostage by the water. Cars and their inhabitants were stranded. Was Sal expected to complete his stops? Of course.

"We couldn't miss the afternoon stops, because we have our week all arranged; it would've been too much of a backup," he remembered. "One of the locations was filled with water, all the way up to your waist. Instead of trying to walk through the water to get to the location owner, I just took the plastic coin box and floated it over to him. It worked!"

As they say, necessity is the mother of invention. When you're a routeman, you never know what to expect. ☐

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ATEI's importance emphasized at show

by David Snook

London's Amusement Trades Exhibition International (ATEI), held in January, proved its importance by broken attendance records and the release of new games. It was a coup for the British show that several manufacturers chose to introduce new games in London rather than at the rival IMA show in West Germany just a week later. The fact that ATEI was a little earlier, larger, and is traditionally more international may have helped.

Neither the British nor the Germans make anything more than oblique references to each other, but there is no doubt that each eyes the other as a European, if not world-wide, rival. IMA has a large vending content which dilutes the amusement angle. Of course, the Germans could argue that the ATEI has a large parks and carnivals section which equally dilutes the coin-op aspect of its show.

Warfare to one side, London this year proved again that whoever has the bigger statistics, no exhibition in the world can compare with what the British call the "flash" of ATEI. The Great Hall at Olympia was filled with huge, expensive, brilliantly-colored booths oozing with imagination.

The health and wealth of the British trade is provided by British slots, anathema to American operators, but perfectly workable in the United Kingdom environment. British operators work slots alongside their jukeboxes, pool tables, video games, and pinballs because they've hit the right balance between gambling and amusement. They all co-exist peacefully.

British slots are tests of skill, with games built within games and features added on to provide the players with something to think about. But at the end of the game, players stand to win $3.25 maximum in cash and $6.50 in tokens which are replayable or exchangeable for goods. The odds may seem small, but the right degree of gambling interest is provided without encouraging the player to bet his life's savings.

A ruthlessly rigid government-appointed Gaming Board watches over the slots and their operators with the powers to put anyone out of business if profit-sharing, rather than legally-enforced rental agreements, is proved.

Every British pub, therefore, has a fruit machine (sometimes two), a jukebox, and often a video game and a pool table. But it is the slot which is the backbone of the industry, the chief money-maker and the provider of all those beautiful booths at Olympia.

The world comes to ATEI as a meeting place and to see what the machine makers have to offer. The three or four months between AMOA and Tokyo (JAMMA Show) and the London and German shows serves two purposes. It gives the manufacturers time to prepare their next machines, and it enables them to sort out the bugs from prototypes shown in Chicago or Tokyo.

Atari Games always seems to reserve something special for London and this year was no exception. Atari premiered its *Hard Drivin'* game, now familiar on both sides of the Atlantic. It was a first-time launch and stole the show. Mary Fujihara and Shane Breaks had no illusions about the sector it occupies. They explained, "It's a simulator, but forget everything you always had in mind about a coin-operated simulator before. There hasn't been one until now."

Their argument was not unreasonable given what the game actually does. The game is well into production in both California and Ireland for the European market.

Also from Atari was *Tetris*, which was overshadowed by *Hard Drivin'*. It did not deserve to be overshadowed, for it was an excellent game of unusual origin. It is the first European-designed game to make any real impact on the international market. It was developed by two Moscow University engineers who sold the rights to a small British company for the home computer market. Atari spotted it and licensed it for home games business before licensing it for the coin-op market. It is the first time in 12 years that Atari has produced a game as a kit to fit other companies' cabinets. As Shane Breaks commented, "If we'd made a dedicated game we might have built 2,000, but as a kit we expect to sell at least 10,000."

Perhaps the most intriguing introduction was Sega's Mega System. Shown as a prototype, the giant Japanese company isn't playing at its challenge to Nintendo's *PlayChoice-10*. The challenge has extra bite in the United Kingdom because of the unique position occupied by Nintendo.

Video games have struggled to succeed in British pubs because a rapid nosedive in collections results from the characteristic of the pubs to draw regular customers. Games don't appeal to this steady clientele as they would to high-traffic sights. Impossibly, frequent board changes was the only solution until Nintendo presented *PlayChoice-10*. It succeeded because it had enough games to keep interest high.

It is so popular that some British pubs have had *PlayChoice-10* games on location for two years, with periodic programming. British pubs provided Nintendo with a big market long before the game really started to take off in the United States. Small wonder, then, that Alan Stone has been a constant and carefully-appreciative frequent traveler to British shores. Not that it's any problem for Alan, since he's a confirmed Anglophile who gets along particularly well with the David Coren/Michael Green duo at Brent Leisure, who distribute for Nintendo in the United Kingdom.

Brent has done a sensational job of

presenting *PlayChoice-10*. The company has built a universal cabinet with two color monitors, the smaller top one to provide game instructions to play on the principal monitor. The design is unique and impressive, as is the information capabilities provided by the unit. The British are heavily into "on-line technology" with systems to give the breweries (who own the majority of pubs) and the operator immediate computerized statistics on cash processing and security.

With the success of Nintendo's *PlayChoice-10*, a battle is lining up for such a lucrative market. Early on the scene was Arcadia Systems, the Mastertronics subsidiary. Justin Heber and his colleagues are building their own system to tempt the breweries with the vast range of games available from Mastertronics' home video library. That campaign has taken them enthusiastically into the U.S. market for both systems and dedicated games.

Now Sega's arrival opens the door to a three-way battle for supremacy, not just in the United Kingdom, but all over Europe and the U.S. "It's a firm commitment to this new sector of the market, says Sega Europe's Vic Leslie, "with an eight-game Mega System in which players purchase time rather than games."

Nintendo's Alan Stone riposte was: "I welcome the fact that Sega has come into the market. Competition is healthy. It took us two-and-a-half years to introduce this product to the United Kingdom and to attain for it the confidence of the operators. That means that Sega has a long road ahead. *PlayChoice-10* is a software-driven system and since Nintendo is the world's largest buyer of software, all of the power of the Nintendo home games division is available to coin-op. That is not to say that we control all of the software in the world, but because of our power, we generally get first refusal."

Nintendo won an "Oscar" for *PlayChoice-10*, which has made such a strong impact on the British pub market. The award was accepted by Alan Stone, vice president of sales.

Brent Leisure provided facts to back up Nintendo's claims of supremacy. Brent's own operating company shows

Atari's *Hard Drivin'* is given a champagne send-off by former British race car driver, Stirling Moss (seated) as Atari's Shane Breaks, David Coren of Brent Leisure, and Atari's David Smith look on.

An overview of the ATEI show.

Per von Oertzen of Continental Coin with NSM jukebox.

that in the London region, some games have been on location for two years. An average taken on 123 games in one region shows an average of $170 per week, while in some country areas the average was $220.

On the other hand, Sega finally decided to pull back from the major sit-down games for a while. "We're holding back on big simulators," said Vic Leslie, "because we feel that this sector of the market is fully served at the moment." Sega did show a compact version of *Out Run* called *Turbo Out Run*.

Perhaps the ultimate in video games was shown by Taito. It was probably an exercise in illustrating just what Taito is capable of in terms of technology. If so, we are truly impressed. *Taitrovision 50* featured a 48-inch monitor in brilliant colors and with awesome effect. It was a little difficult to extract a price out of anyone. Finally an exasperated executive admitted that it was very, *very* expensive.

Back to the bread and butter, which Konami provided in its usual generous measure. Konami has a higher hit frequency than most with its board games and *Missing in Action*, an interactive game for two players with a buy-in facility, looks promising. It also features a random stage-start which means you can join in at any stage in the game's "story". *Vice Squad* and *Final Round* also look good.

Sega showed several kits including *Scramble Spirits, Last Survivor, Wrestle War, Monster Lair,* and *Gain Ground.*

The top games of the show began to make themselves known, with principal buyers making up their own top ten. *Thunderbolt* from Taito figured strongly, seen as a gun-game successor to *Operation Wolf. Chase H.Q.* and *Superman*, also from Taito, still looked strong, as did American Technos's *Double Dragon II* and SNK's *Ikari III, the Revenge.* Also on the list of top games were Tecmo's *Shadow Warrior*, Williams' *Narc*, and Namco's *Splatterhouse*.

As an interesting experiment, I collected a half-dozen lists from prominent buyers in the United Kingdom and cross-matched them to average out a couple of "charts." Here's what I came up with: Top dedicated games included *Hard Drivin', Super Off Road, Chase H.Q., Cyberball*, and *Winning Run.* The top PCB boards included *Shadow Warrior, RoboCop, Final Round, Tetris,* and *Splatterhouse.*

The jukeboxes, traditionally the Cinderellas of coin machines, look considerably more vibrant with the promise of compact disc, even though there are still those who doubt the authenticity of the challenge. There was a higher profile to music at ATEI this year, perhaps inspired by the compact disc overcoming its initial teething troubles. Rowe looked particularly confident and became positively buoyant when it won an award at the industry's first "Oscars" event during ATEI. The Rowe *LaserStar* was featured strongly by distributors. Having established itself on both sides of the Atlantic, Rowe has added a new remote control wall selection box.

The West German giant, NSM, showed its compact disc *Galaxy*, with 100

Playchoice 10
PlayChoice-10
ATEI
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From left: Nintendo's Alan Stone, Darlene Kindler, and David Coren of Brent Leisure.

SEGA
Fortune Wheel
SE

Sega's Vic Leslie takes his best shot on *Fortune Wheel*.

discs, and the *Caravelle*, with a wallbox and hideaway forming one unit.

Also showing jukeboxes were Sound Leisure, Hazel Grove Music, Arbiter Leisure, Music Hire Group, and Wurlitzer. Since music operators may have as many as 7,000 units out (British operators tend to be very large), the investment demanded for 100 compact discs in each jukebox is horrendous. So much so that the people who spend all of their time devising more complex computer programs for the data retrieval aspects of coin machine operating in the United Kingdom have now put out a program to store the movements of compact discs within an operation. The consensus of opinion was that 100 discs may be rather too many.

Williams dominates the pinball market in Europe, although Premier has its adherents. Williams's *Jokerz* did not make its debut in London but saved it for Germany, where the market is stronger. Williams did show *Taxi* and *Banzai Run*, both strong pins. Data East showed *Time Machine* with a catchy theme. Premier gave another airing to *Bad Girls*, and Bally had *Truck Stop*, first shown at AMOA.

D. PRESENTS
dustry Awa
COIN
TO THE

K.C. Hasegowa, president of Taito, accepts award from David Snook, editor of Coin Slot.

Add to these games a scattering of merchandisers, some novelties, and some kiddie rides and ATEI provided a cross-section of everything. The inherent strength of the British market is not always dependent upon a strong British economy. But when the two run together there is undoubtedly an air of expectation and affluence about Olympia.

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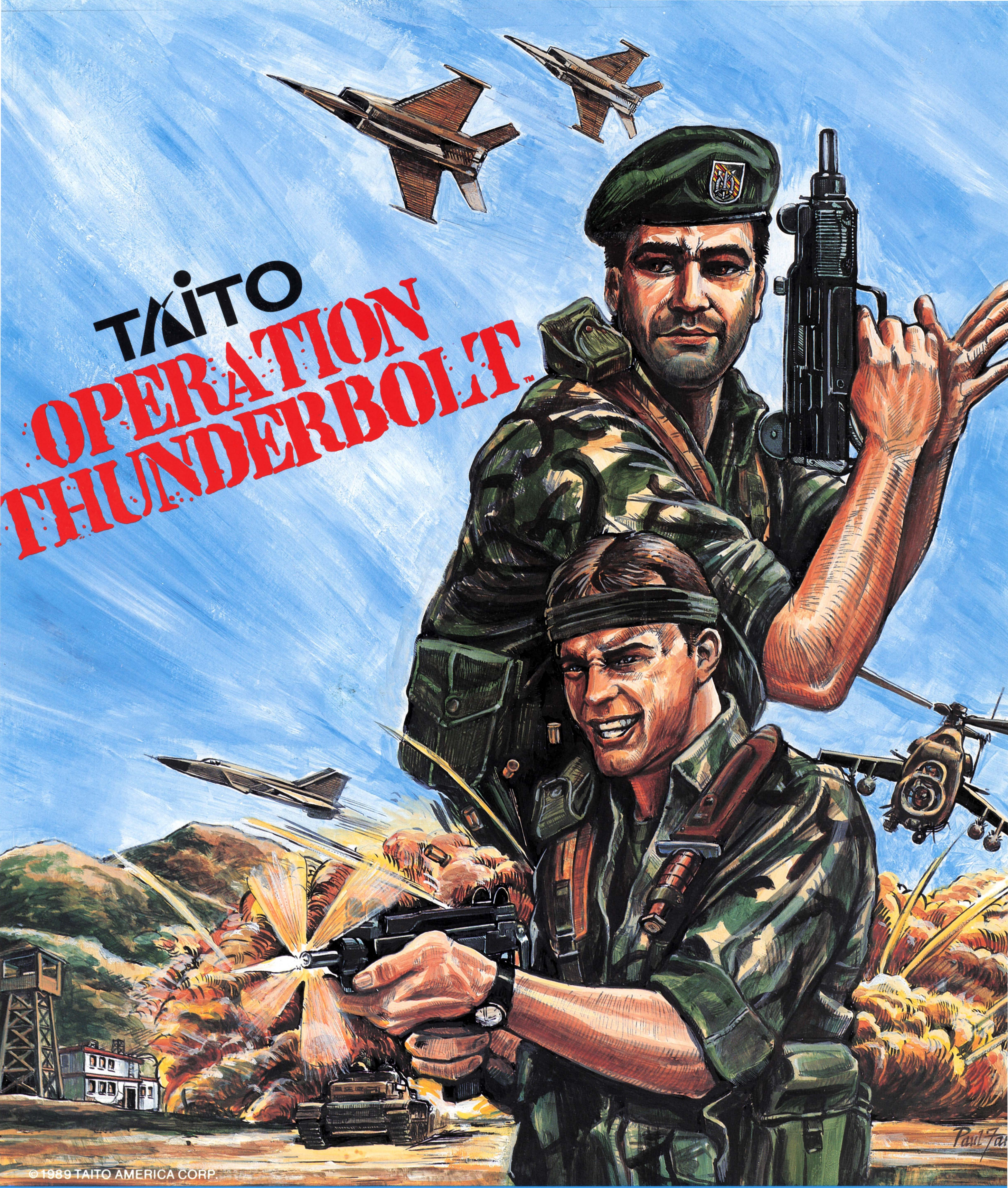
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OPERATION THUNDERBOLT™
Paul Ja

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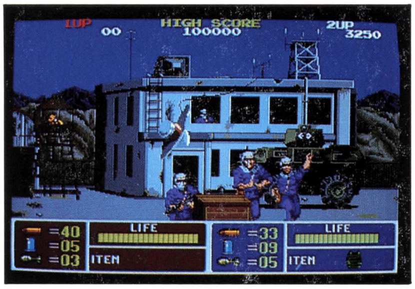
Early this morning, Trans Global Flight #520 was hijacked by a hostile rebel group. This group, calling themselves the Radical Freedom Fighters, is demanding that all their political prisoners be released from prison. They have threatened to kill one hostage per hour until their demands are met!

TAITO

OPERATION THUNDERBOLT

Trans Global Flight #520 has been hijacked by a heavily armed and dangerous group of rebels. It was last reported that a group of passengers were removed from the plane and taken into custody at enemy headquarters. They will kill the hostages one by one in 24 hours unless their demands are met. It is now up to you to penetrate enemy territory, locate the hostages and return them to safety using the downed trans global aircraft.


1UP 00
HIGH SCORE 100000
2UP 3250
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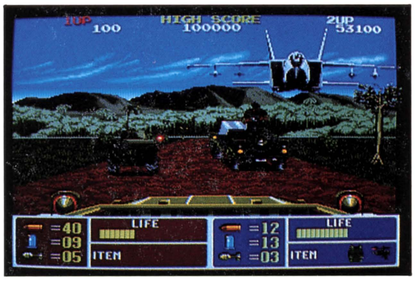
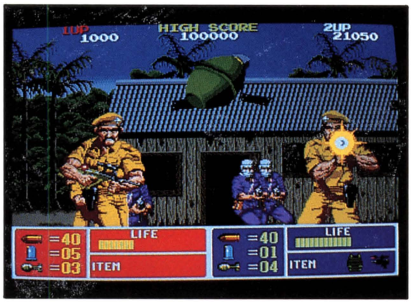
LIFE
ITEM
=33 =09 =05
LIFE
ITEM

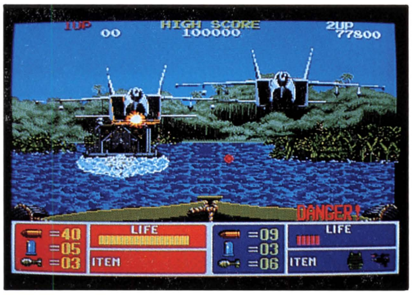
MISSION OBJECTIVES:

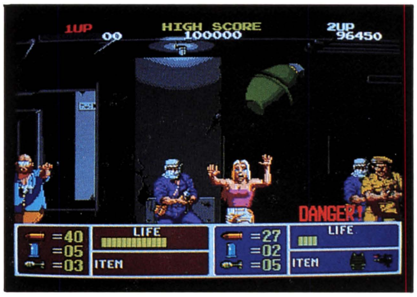
- The game begins . . . your mission is to rescue hostages being held captive by a radical and heavily armed group of rebels.
- Conduct raid on enemy territory and collect additional ammunition. Shoot air-dropped crates to collect reserve supplies.


1UP 100
HIGH SCORE 100000
2UP 53100
=40 =09 =05
LIFE
ITEM
=12 =13 =03
LIFE
ITEM

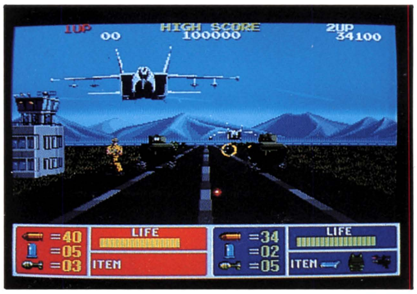

1UP 1000
HIGH SCORE 100000
2UP 21050
=40 =05 =03
LIFE
ITEM
=40 =01 =04
LIFE
ITEM

- If your raid is successful, you will make contact with an intelligence agent and obtain important information.
- By jeep, make your way to the enemy hide-out. There you will find hostages behind locked doors. Shoot the locks off the doors to free hostages. Do not shoot the hostages!


1UP 00
HIGH SCORE 100000
2UP 77800
DANGER!
=40 =05 =03
LIFE
ITEM
=09 =03 =06
LIFE
ITEM


1UP 00
HIGH SCORE 100000
2UP 96450
DANGER!
=40 =05 =03
LIFE
ITEM
=27 =02 =05
LIFE
ITEM

- Head for enemy headquarters. There, behind locked doors, you will find more hostages.
- After rescuing the hostages from enemy headquarters, secure your escape route to the airport.


1UP 00
HIGH SCORE 100000
2UP 34100
=40 =05 =03
LIFE
ITEM
=34 =02 =05
LIFE
ITEM

- Once you've arrived at the airport, you will board a passenger plane. Inside the plane you will find a small group of hostages, mostly women and children. Approach with caution . . . the plane and passengers are heavily guarded.
- When you have successfully secured the plane, head toward the cockpit where the pilot is being held at gunpoint. Approach cautiously! Shooting and killing the pilot will destroy any possibility of escape and your mission will fail.

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Tornado kicks-off national foosball tour

Tornado Table Soccer began its 1989 Foosball Tour of Tournaments in New Orleans on February 17-19 at the Sheraton Airport Hotel. Players competed for over $20,000 in cash and prizes in the three-day event.

A huge banner proclaiming ''Welcome Foozers'' greeted players who had come from all over the United States and Canada. Competitors represented New York, Colorado, Michigan, Illinois, and Washington, among other states.

Twenty Tornado tables were used in the event that included all levels of players from amateur to pro. The lucky top winners in the novice category, both in the singles and doubles events, won a Tornado table used in the competition.

A total of 64 trophies were awarded and prize money was increased in all events except the pro division. Competitors numbered 938 in 15 different categories, featuring women's and men's divisions and mixed doubles.

Dave Courington, vice president of promotions at Tornado, was assisted in tournament activities by Charles and Diana McIntosh of High Point, N.C., Mike and Cathy Warman of Denver, Colo., Link Pendley of Oklahoma City, Okla., Barbara Shafer of Grand Rapids, Mich., and Steve Mohs of Minneapolis.

The second stop on the Tornado Tour was March 25-27 in Santa Clara, Calif., for the $15,000 West Coast Open. Next comes May 26-29 in St. Louis for the $20,000 Masters Open; June 30-July 2 in Albany, N.Y., for the $15,000 East Coast Open; Sept. 1-4 in Dallas for the $45,000 World Championship; and Nov. 23-26 in Atlanta for the $20,000 Nationals.

Operators and players interested in obtaining more information about the remainder of the tour can call Tornado Table Soccer Inc., (817) 483-6646 or the USTA hotline (303) 933-1170. ☐

Welcome FOOZERS

The Tornado promotions staff, standing (l to r): Cathy and Mike Warman and Dave Courington. Seated are Lou Salkind (l) and Link Pendley.

Dedicated ''foozers'' Randy Root (l) of New Orleans and Michael Rousseau of Tuscon, Ariz. play a singles match.

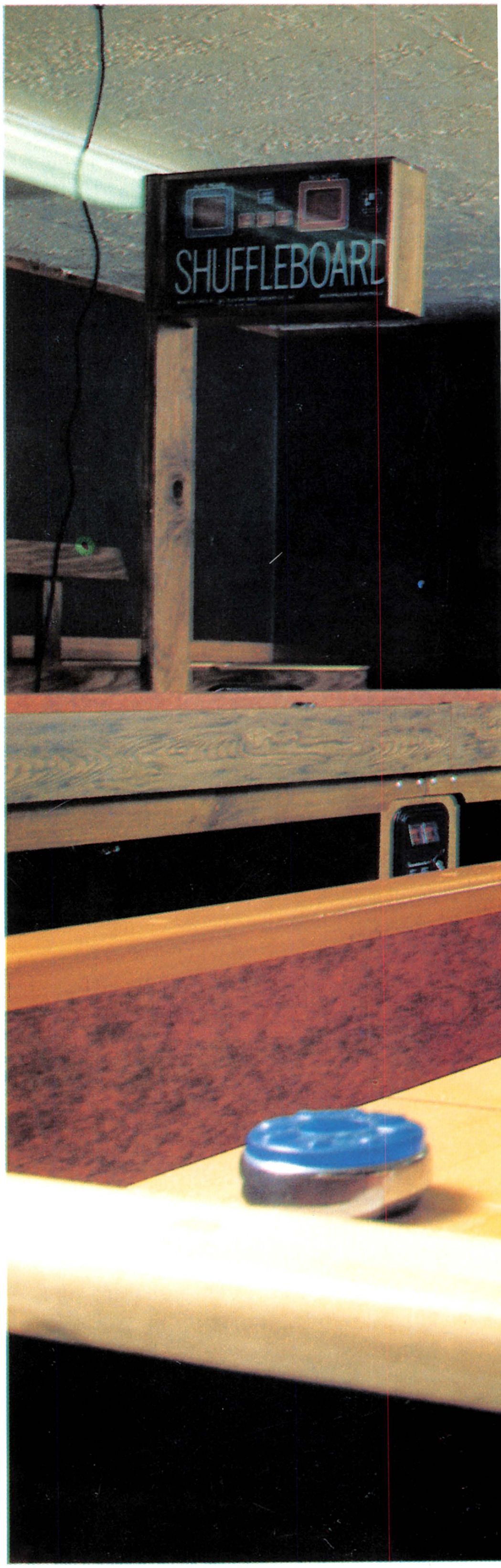
Competing in the open doubles winner's bracket are: (l) Todd Loffreado and Tom Spear, both of Denver, and (r) Steve Murray of Dallas and Carl Pederson of Houston.

Playfair Shuffleboard hosts doubles tournament

Playfair Shuffleboard Co. staged a regional men's doubles shuffleboard tournament on Jan. 28 in Waterloo, Ind. The event attracted players from northeast Indiana and south Michigan.

Skip Jackson and Jerry Knox of Mishawaka, Ind., captured first place. They took home $528 in prize money for their efforts. Second place and $352 in prize money went to Bill Baber and Ron Koontz of Warsaw, Ind.

For more information on regional Playfair tournaments, contact Brian Crowl at (800) 541-3743 (outside Indiana) or (219) 747-7288. □



PLAYFAIR SHUFFLEBOARD CO INC
FEATURES:
PLAYFAIR
1
2
3

Teammates John McDermott (top) of Southfield, Mich., and Cheryl Collins of Lake Oreon, Mich., loosen up as Deb Somers of Fairmount, Ind., looks on.

How's this for a view of the action? Close scrutiny from the end of the table gives a whole new perspective to shuffleboard action.

BLUE SCORE
RED SCORE
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1
2
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Hints and tricks for installing kits

by Mark Gavett

Now that excellent kits like *Cabal* and *Ninja Gaiden* are on the market, faster and easier kit conversions are more important than ever. One reason, if not the most important reason that speed is of the essence, is that home games and home computer systems are draining income from the coin-op industry. The home versions of games are being released quicker than most of us would like and the quality of these games is getting closer to the quality of coin-op versions. If operators buy a coin-op game late and then take an exorbitant amount of time to convert it, chances are the game will not have time to pay for itself before the home version is available.

I believe that the manufacturers should either revise the home games philosophy, or at least postpone the release date. Better yet, why don't the manufacturers reduce the cost of the coin-op version? If the manufacturer would make any of these changes, operators would be able to get the coin-op game out on route and start generating necessary income. They would be able to pay their debts, allowing them to purchase even more new equipment. This would benefit everyone.

As for easier and faster conversions, The Standardization Committee is helping by introducing the JAMMA edge connector on the circuit boards to alleviate many rewiring problems. Most of the cabinets now on route are being changed to JAMMA standard cabinets. When converting one of these, you simply change the circuit board, marquee, and sometimes rework the control panel. How much easier can you get!

I've been able to do a conversion in just under an hour on many games. While this is becoming the standard for the kit market, there are still those that are just getting into kit conversions and don't fully understand this standard. I've even heard of operators removing these JAMMA wiring harnesses to install the harness supplied with a kit, not realizing

56 PIN EDGE CONN. PIN-OUT CHART
(JAMMA COMPATIBLE)

Figure 1

SOLDER SIDE			PARTS SIDE
GND	A	1	GND
GND	B	2	GND
+5V	C	3	+5V
+5V	D	4	+5V
5V	E	5	–5V
+12V	F	6	+12V
KEY	H	7	KEY
COIN COUNTER 2	J	8	COIN COUNTER 1
COIN LOCK OUT 2	K	9	COIN LOCK OUT 1
SP ( )	L	10	SP (+)
N.C.	M	11	N.C.
VIDEO GREEN	N	12	VIDEO RED
VIDEO SYNC	P	13	VIDEO BLUE
SERVICE SWITCH	R	14	VIDEO GND
TILT SW.	S	15	TEST SW
COIN SW. 2	T	16	COIN SW 1
START SW 2	U	17	START SW 1
2P UP	V	18	1P UP
2P DOWN	W	19	1P DOWN
2P LEFT	X	20	1P LEFT
2P RIGHT	Y	21	1P RIGHT
2P PUSH 1	Z	22	1P PUSH 1
2P PUSH 2	a	23	1P PUSH 2
2P PUSH 3	b	24	1P PUSH 3
N.C.	c	25	N.C.
N.C.	d	26	N.C.
GND	e	27	GND
GND	f	28	GND

that both harnesses were exactly the same.

The JAMMA standard means that once you install a JAMMA wiring harness into your game, you don't have to remove it to install the next JAMMA conversion kit. The wiring harness is laid out in a fashion that allows most boards to conform to the standard. (See figure #1.)

Take note that some manufacturers do not include wires at all the pins in the edge connector. The most commonly omitted wires are push 3, some of the ground wires, coin switch 2, coin counter 2, test, and the service switch. If you had a game that had two buttons on the control panel and your new kit requires three buttons, please do not remove the old wiring harness and install the new one because it is not necessary. Just add the wires that are missing. This is much faster and easier and the end result will be the same.

Now it gets technical! The following will take you through a complete conversion process.

When you receive your kit, open it and verify the contents with the parts list. Then open the manual and read it. The manufacturer has supplied this information to aid you in your choice of cabinets and installation. First look at the monitor position to determine whether it is vertical or horizontal. Figure out how much room you need on the control panel and what type of controls are there (buttons, joystick, trackballs, etc.) Be realistic when determining which of your available cabinets will give you the best presentation of your new kit. I can't emphasize enough that it is not worth putting a brand new kit in a beat up cabinet.

There are cabinets that are poor choices for conversions due to lack of control-panel space. Some two-player games like *Cabal, Ikari Warriors*, and *Heavy Barrel* all require a very large control panel, so the players are not breathing down each others' necks while playing. If the players are not comfortable, they will not continue to play.

Now that you have your best cabinet picked out, plug the game in to verify that the monitor works and is up to the standard you are looking for. If you skip this step, don't blame the board set when you power up and the game does not come up properly. It could be a monitor problem you could have found before you even started.

After checking the monitor, remove the monitor glass and marquee glass. Open the back of the cabinet and remove the old circuit board and control panel. If you want to upgrade the power supply, remove the old one now. Next clean out the cabinet and do any necessary repairs.

Install the new circuit board, preferably, on the side wall of the cabinet with the edge connector upward. Position the board close enough to the control panel so the wires will reach to the center of the control panel. Separate the wiring harness into groups: power, control panel, coin door, monitor, accessory panel, and speakers.

Now route the wire groups to their associated areas. Mount the new power supply on the floor of the cabinet. In most kits the manufacturer has included more

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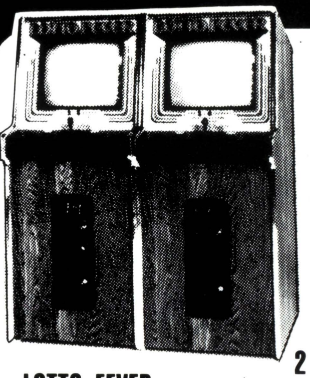

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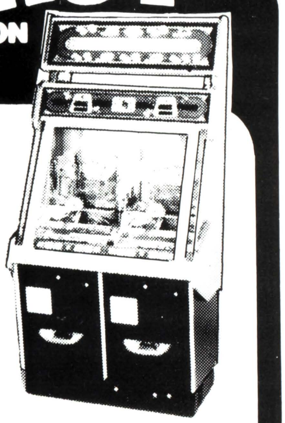

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than enough wire length, so clip the wires so that you have a wiring harness that resembles a professional wiring harness. Next, connect the +5, +12, -5, and ground wires to the power supply. *Use all of the wires on the connector*, especially all of the power supply wiring. If you don't, you will run the risk of burning the edge connector on the circuit board.

Now wire the video wires to the monitor. These wires are red video, green video, blue video, ground, and -negative composite sync. The JAMMA standard calls for all boards to produce a negative composite sync. This means both horizontal and negative sync are combined on the same wire. On most monitors used today, the connectors on the monitor are as follows: A six-pin connector for video and positive sync, and a three-pin connector for negative sync. (See figure #2.)

Depending on the monitor you are using, apply the -negative composite sync to the -H sync pin on the monitor. On some monitors you must apply the -negative sync signal to both -H and -V inputs simultaneously. If your monitor does not have these negative sync inputs, don't panic. You simply must invert the sync signals. To do this, use a TTL integrated circuit part number 74LS04. (See figure #3).

If the monitor calls for separate sync inputs, try the following: (See figure #4). This has worked very well for me. Now connect the audio outputs to the speakers, but be cautious not to connect the (-) audio output to the ground. On some boards that use a balanced transformer less audio amplifier, you will burn out the audio amplifier IC if you ground this output. A few of the new boards are also providing stereo audio outputs. This feature is not a standard for JAMMA; thus, the boards usually will have a small four-pin connector located on the circuit board to use the stereo function. If you want to wire the game in stereo, follow the manufacturer's suggestions.

Next, wire up the coin door *using both coin input wires* if you have two coin switches. It's important to use both wires because if you have both switches wired to one coin input, and get a coin stuck on one of the coin switches, as soon as so-

1	RED VIDEO
2	GREEN VIDEO
3	BLUE VIDEO
4	GROUND
5	+HORIZ SYNC
6	+VERTICAL SYNC

1	GROUND
2	-HORIZ SYNC
3	-VERTICAL SYNC

FIGURE 2

MONITOR VIDEO CONNECTIONS

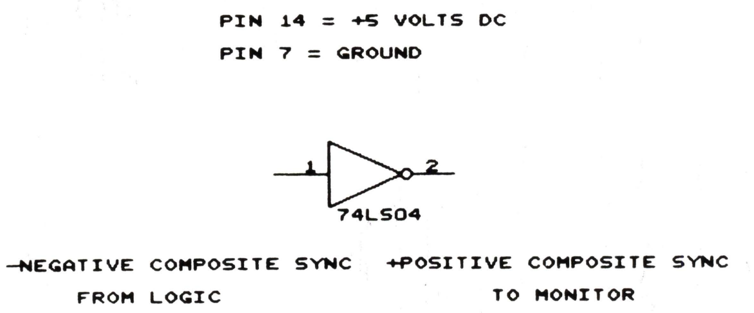

FIGURE 3

COMPOSITE SYNC INVERTER DIAGRAM

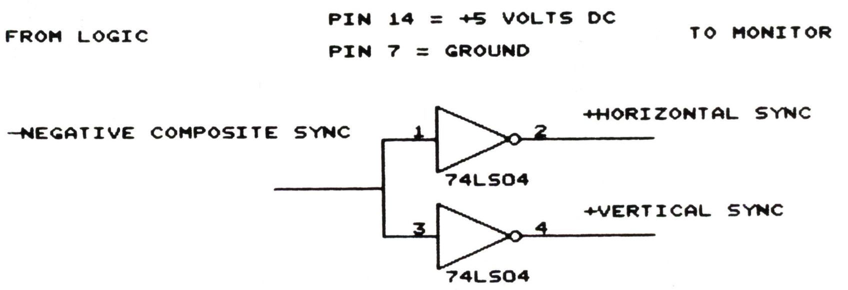

FIGURE 4

NEGATIVE COMPOSITE SYNC TO POSITIVE SEPARATE SYNC DIAGRAM

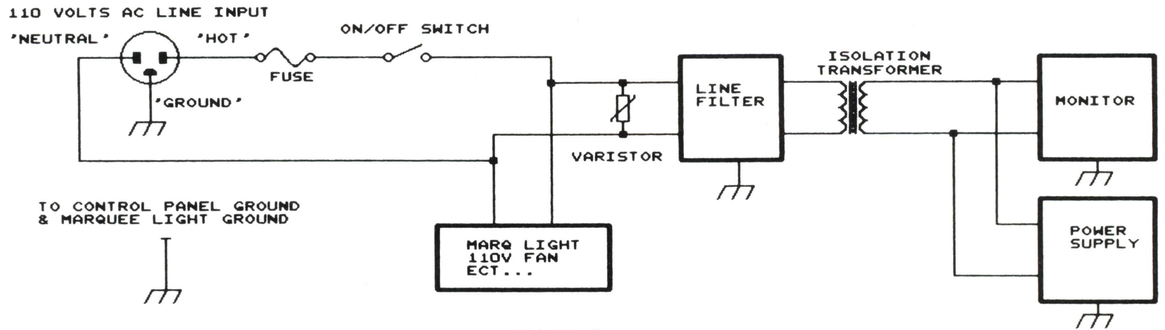

FIGURE 5
TYPICAL 110 VOLT CABINET WIRING

meone puts a coin in the other one, he has just been rudely ripped off. We all know that a ripped-off customers can do much more than 25 cents worth of damage in revenge on the game! Another important reason to use both wires is that if your new two-player game attracts two players that happen to insert coins at the same time into each slot, one of them will not get a credit because both coin switches will be activated at the same time. Again, you have an angry patron looking to take revenge on your new game! (Here's a bit of trivia for you: It takes approximately 28 milliseconds for the coin to clear the coin switch.)

If you want to have lit coin entries, use the -5 volts to operate these lamps. (Use #44 or #47 lamps.) Remove the coin lock-out coil and coin diverter as these parts are not required on JAMMA-standard games. Be certain that your coin acceptors are clean and in good working order, since this is the number one reason coin doors get kicked. (Question: Does anyone know why there are two coin chutes that accept the same coin? Answer: Because neither one of the chutes are reliable enough to function alone.)

There are many wiring mistakes to be made during kit conversion, but the most misunderstood and dangerous area is the 110 volt line cord. The black wire is the ''hot'' side of the outlet, the white wire is a ''neutral'' side, and the green wire is an earth ground wire. The ''hot'' wire should come into the cabinet and go right to a line fuse, for protection. The ''neutral'' wire goes right to the line filter. (See figure #5.) The ground wire goes to several different points (all metal): the case on the line filter, the iron core on the isolation transformer, the monitor chassis, the control panel, coin door, and the case on the switching power supply.

The ''hot'' wire comes out of the fuse holder and goes to the on/off switch, then to the line filter. Both the ''hot'' and ''neutral'' wires come out of the line filter and go to the isolation transformer. This transformer is a 110 volt to 110 volt transformer used to isolate the serviceman or customer from suffering a possibly fatal shock off the monitor or switching power supply. I do not recommend the use of inter-lock switches since they are a major source of problems. If you intend to install a coin counter or a service/test switch, connect them now. If you use both coin switches and don't need two coin counters, here's a trick that allows you to get both outputs to run one coin counter. You will need two 1N4001 diodes. Tie the cathodes of the two diodes together and connect this to one side of the counter. Now connect the coin counter one and coin counter two wires to each diode anode. Tie the other side of the coin counter to +12 volts regardless if it's a 6 volt counter. (See figure #6.)

Now it's time to test your work. Plug in the game and watch and listen. The board powers up very quickly and should start making some kind of attract mode sounds. If you did not see any smoke, look at the screen. Is the picture there? If so, congratulations. If not, unplug the game and retrace your work.

If it works, let it warm up about five or ten minutes, then adjust the focus, brightness, black level (contrast), vertical and horizontal position, and size. Now cut the marquee to size and place it in the cabinet.

You are now well over half done. The last portion of the installation is one of the most important ones to your players. The

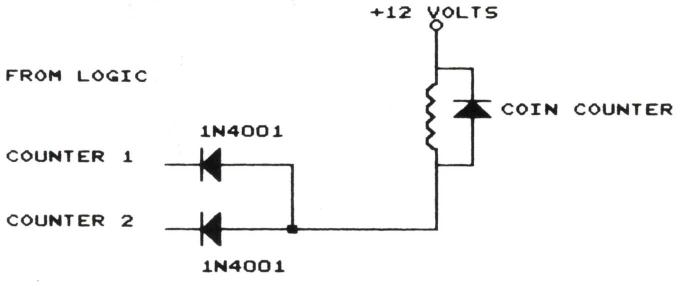

FIGURE 6
TWO COUNTER OUTPUTS USING ONE COIN COUNTER

control panel must be laid out with the player in mind. I've seen kits installed that look good, but are impractical to play. Several of these games have been three-button games. The three buttons must be laid out in the same manner and configuration as your figures would lay on them. The center button is set just slightly forward or above the outside two buttons. I have laid out several panel examples to help you in your design. (See figure # 7.)

Keep in mind that there is no set method of laying out control panels, but you should take your time and think carefully about your design. The trackball examples are relatively new to the two-player games. *Cabal* is an excellent two-player trackball game. But trackball games require some extra thought for control-panel layout. An innovative idea is the button exchange feature, used in *Cabal*. This dip switch setting will allow you to change the fire and grenade functions back and forth without moving wires around. If more boards offer this feature the need to rewire buttons will be virtually eliminated.

When you are building the control panel, use plexiglass over the control panel overlay to help preserve the panel. Be certain that you use a good quality plexiglass such as Tuffak CM-2 or GE Lexan MR-5 with marguard. Both of these products are a polycarbonate plexiglass, a laminated plexiglass that will bend without breaking, and will not crack when drilling or tightening bolts down. Both products listed have a resistant glaze on the surface which helps protect against cigarette burns, scratches, and discoloring. With these products on the market, why won't manufacturers use them on marquee artwork? That's a question I'd like to see answered, but until things change, some marquees will be very thin and very costly. Take your time and be careful.

This completes the conversion. Play the game and fix any small problems you find. Be aware that not all kits are upholding the JAMMA standard. One excellent kit that may have lost sales due to the inconvenience of not being JAMMA standard was Sega's *Shinobi*, a very, very good game. If you study the JAMMA standard and feel it should be taken more seriously, let the manufacturers know your feelings. Kits are going to be a firm part of the coin-op industry for a long time to come.

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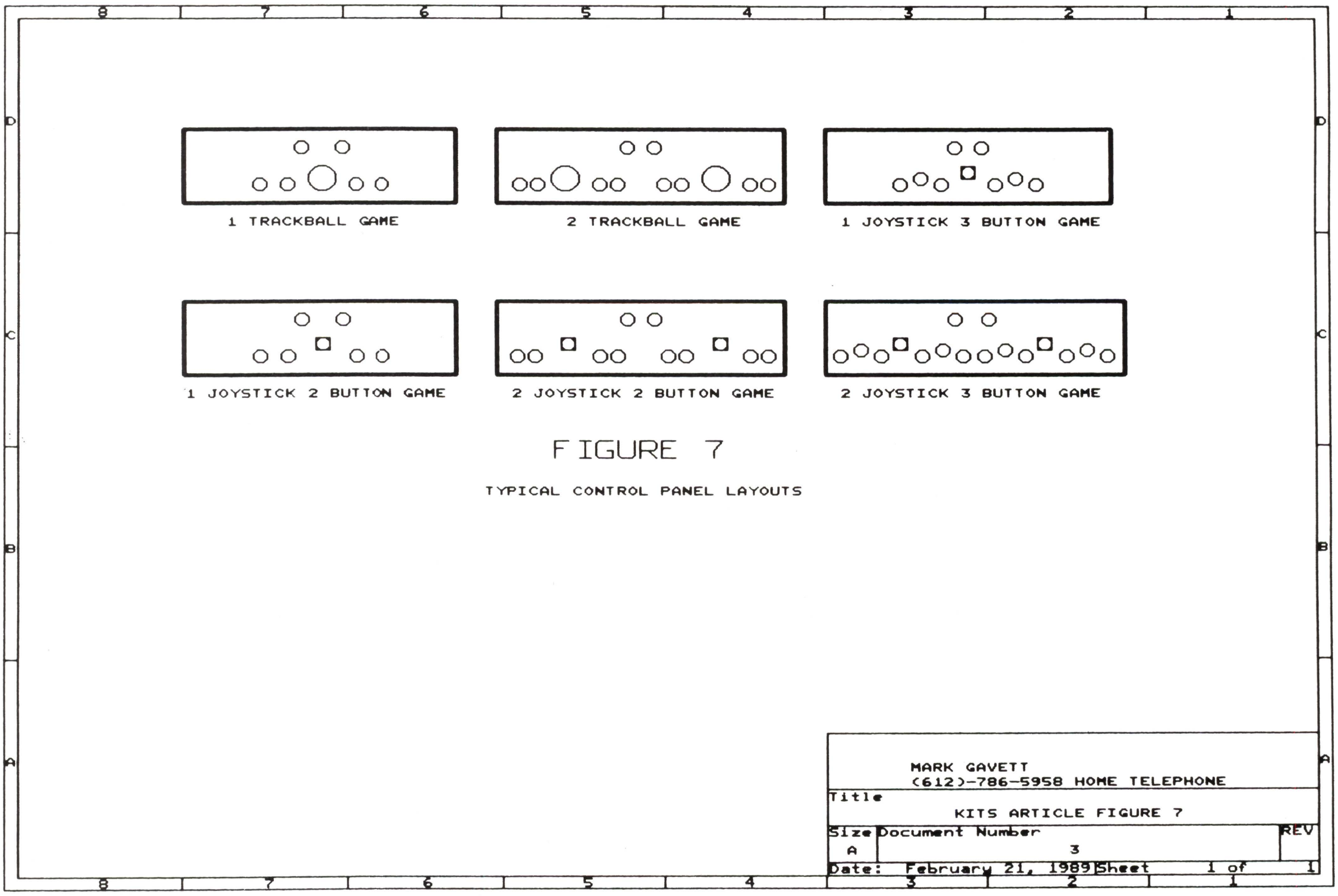


FIGURE 7

TYPICAL CONTROL PANEL LAYOUTS

TECHNICAL TOPICS

Video game checklist speeds service process

by Randy Fromm

Here is an example of the video game checklist that we use in the shop. Using the checklist helps a lot. It helps the shop personnel by reminding them of each of the service points to perform. It also alerts the machine movers to the condition of the game (''Hey, Mac...is this the *Gauntlet* that goes out today, or is it the one over there?'')

By taping the checklist to the game when it's finished, the mover always knows when a game is ready for the route. The completed checklist then goes in the shop manager's file. If the game has problems after delivery, the shop manager knows who shopped it and who to blame!

Checkpoint 11 is important! By screwing a back door key to the inside of the game, you will be able to open the back door when the key on the coin door hook disappears!

VIDEO GAME CLEANING CHECK-LIST

SHOPPED BY: __________ **GAME:** __________
SERIAL NO. __________ **DATE:** __________
HOURS WORKED: __________________

_______ 1. Remove glass and back door.
_______ 2. Clean out back and vacuum inside.
_______ 3. Clean-check-adjust-replace bad switches and check for loose wires.
_______ 4. Check plugs and edge connectors for bad pins; make sure all connections are good.
_______ 5. Check light bulbs, coin door, control panel, and header display.
_______ 6. Check voltage; set at 5.1; make sure wires are secure.
_______ 7. Clean coin rejectors and adjust if necessary.
_______ 8. Test coins through coin chutes and check number of credits.
_______ 9. Clean picture tube and all glass.
_______ 10. Put service sticker underneath top glass.
_______ 11. Put glass and back door on; check for keys (one screwed inside game); latch control panel or cocktail top very tightly.
_______ 12. Check AC line cord and plug.
_______ 13. Check casters; repair or replace if needed.
_______ 14. Check lock and cam; make sure door is tight.
_______ 15. Put hasp on front and check back door for security.
_______ 16. Test quarters and play two players.
_______ 17. Make note of any machine failures or problems.
_______ 18. Check nuts and bolts on joystick and buttons. TIGHTEN THEM!!!
_______ 19. Wash outside of machine with soap and water and a SCRUB BRUSH; touch-up paint and stickers if needed.
_______ 20. If it is not already there, ETCH or MARK (with marking pen) Serial Number into the UPPER LEFT CORNER on the back of the machine, using ''#'' symbol before number.
_______ 21. Check game for service manual.
_______ 22. Turn demo sound off.
_______ 23. Make sure fan is clean.

Chase H.Q. siren volume

Since *Chase H.Q.*'s introduction at the AMOA show in November, Taito America has had several requests to lower the volume of the siren. Up until now, the only way to do this was to lower the volume of the entire game.

However, Taito has been able to come up with a "fix" to adjust the sound for those locations which choose to do so. A chip will be available to either completely turn off the siren or to reduce its volume. There will be a $40 charge for each chip ordered, as this is an option to the original design of the game.

Converting *V'Ball* kit into Nintendo VS. System

Taito's four-player *V'Ball* kit can be configured to fit into a Nintendo VS. System. Follow the installation instructions outlined in the *V'Ball* manual, but leave the color monitor and the player controls disconnected. Then follow these simple instructions:

1. **Connection to color monitors**

A) Connect both color monitors in parallel to the five wires labeled "video." Refer to the instruction manual for proper wire identification.

B) The brightness (B+) on both monitors may have to be adjusted down slightly. Refer to the Nintendo owner's manual for proper adjustment procedures.

C) The width adjustment may have to be adjusted slightly on both monitors. Refer to the Nintendo owner's manual for proper width adjustment procedures.

2. **Connection of player controls**

A) Refer to the *V'Ball* instruction manual for proper wire identification of each player's controls. (See the illustration below for proper positioning.)

B) Connect the players' controls to the corresponding control function. For example, "2PL Up" to the second player's "up" control, and so on.

C) Connect the one-, two-, three-, and four-player wires to the "A" buttons for each corresponding player.

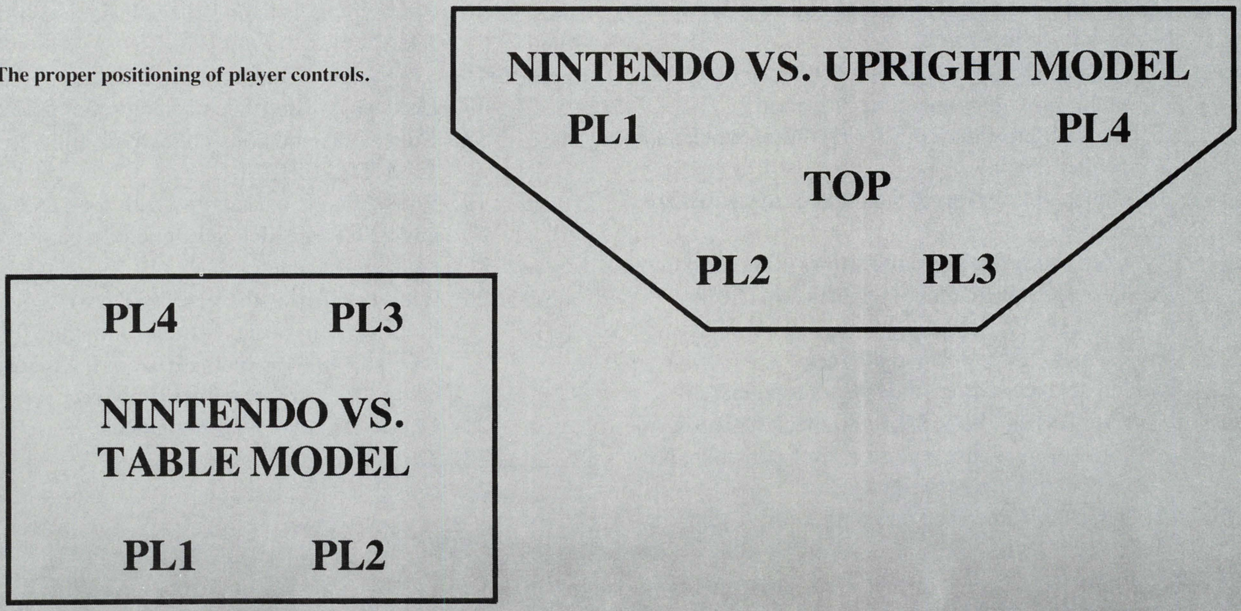
3. **Power supply requirements**

A) Be sure that the power supply from your Nintendo VS. game is capable of +5VDC regulated at 7A, -5 VDC regulated at 1A, and +12 VDC regulated at 1A.

4. **Dip switch adjustment**

A) Adjust dip switch bank #1 to: 5-on, 6-off, 7-off, 8-on. Display instructions on each side; press "A" to start. □

The proper positioning of player controls.



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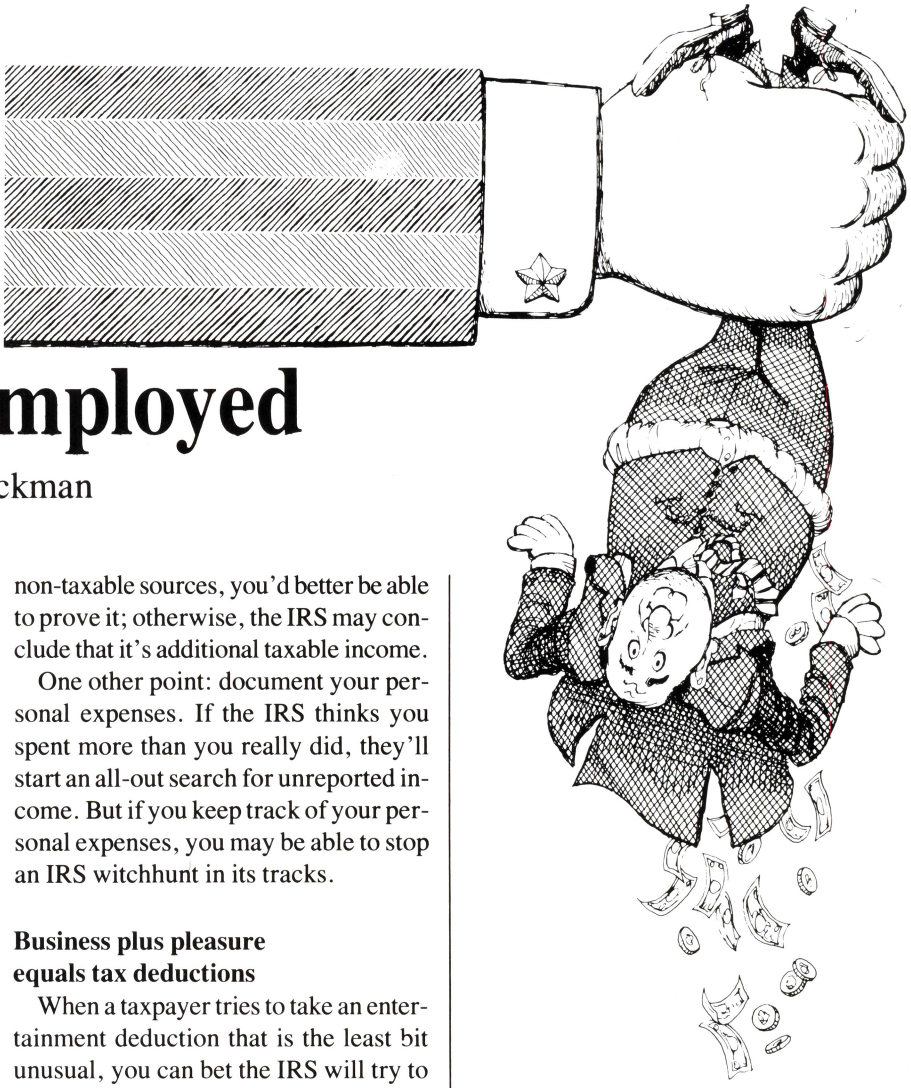
Easing the tax burden for the self-employed



by Irving L. Blackman

Whether you are self-employed full time or moonlighting in a side business, you face a special challenge — keeping your business affairs separate from your personal activities. Here's a fact that you must burn in your memory: the IRS has statistics showing that self-employed individuals, who are not incorporated, are among the most likely to under-report income and overstate deductions. Here are some tips for avoiding trouble with the IRS:

1. **Use separate bank accounts and credit cards.** This will greatly simplify the task of keeping accurate business records. Some crossover will inevitably occur between your business and personal accounts. But if you keep it to a minimum and document the flow of funds between the accounts, you can head off an IRS search for additional business income.

2. **Keep records according to the line items on Schedule C of Form 1040.** For each item of expense or income in your business books, record the line number of Schedule C where the item must be reported. This easy-to-work-with system does wonders for a simple business operation. However, the more complex or active your business becomes, the more you will benefit from having a good accountant set up your recordkeeping system.

3. **Document your personal expenses and sources of funds.** If you're living a high lifestyle and reporting little or no business income, you can bet the IRS will ask, ''How do you pay for all this?'' So, if you receive money from non-taxable sources, you'd better be able to prove it; otherwise, the IRS may conclude that it's additional taxable income.

One other point: document your personal expenses. If the IRS thinks you spent more than you really did, they'll start an all-out search for unreported income. But if you keep track of your personal expenses, you may be able to stop an IRS witchhunt in its tracks.

Business plus pleasure equals tax deductions

When a taxpayer tries to take an entertainment deduction that is the least bit unusual, you can bet the IRS will try to sink it. So it's nice to spin the yarn of a true-to-life hero who sailed to victory over the IRS.

Dr. Detko bought a sportfishing boat so he could entertain other doctors who might refer patients to him. He spent thousands of dollars entertaining doctors and their families on his boat, taking a deduction for all the costs of the trips. The IRS disallowed the deductions, saying the trips were merely goodwill entertaining and that the atmosphere aboard wasn't conducive to meaningful business discussions.

Under IRS regulations, business entertainment is not deductible unless it's ''directly related to'' or ''associated with'' the taxpayer's business. The taxpayer must show a clear business purpose for the expense, have reasonable expectations that his business will benefit from the entertainment, and must anticipate more tangible benefits than mere goodwill. According to Uncle Sam, the entertainment isn't ''directly related'' if it occurs in a setting that isn't conducive to business discussion.

Dr. Detko took his case to Tax Court (Detko, TC Memo 1987-99), where he won. The court found that the sportfishing boat provided an environment where he could discuss the local medical community and where he fostered the trust and confidence of other doctors. The good doctor was developing more than goodwill, and he did in fact receive some referrals from the doctors he entertained.

Dr. Detko went fishing for a tax deduction and landed a whopper. All taxpayer sailors take heed.

The year-end bonus game

Now I want the truth. Do you wait until you are close to year-end, estimate the profit picture, and then decide the amount of your bonus. It's bigger in a good year and smaller in a bad year . . . right? If that's how you play the year-end bonus game, you are living dangerously. And it doesn't make any difference how long you have been doing it. Get caught, and you are in tax trouble. Chances are you will lose if challenged by the IRS.

Here's the story of someone who got caught and lost in court (Bruce Oil Co., TCM 1984-230). The taxpayer was the sole shareholder and president of eight corporations. Each corporation paid him a salary for his services. In addition, each corporation paid him a substantial bonus at year-end. None of the corporations ever paid dividends.

Okay, you be the judge. Are those year-end bonuses compensation, or are they really a distribution of profits? The court nailed this taxpayer, holding that the bonuses were non-deductible dividends. This is just one more in a long line of cases where the IRS clobbered closely-held corporations in the year-end bonus game.

Can this game of setting compensation according to profits be won. Yes; here are two ways.

1. Early in the year, document in the corporation minutes the amount of compensation and the services you will render to deserve it. Set the compensation rate very low, but take a small weekly salary. Say you take $1,000 a week after setting a $1,000 salary for the year. If things work out, great . . . take the $48,000 balance. If not, wave all or a portion of the $48,000.

2. Elect S corporation status. Then the bonus amount is moot because all corporate profits are taxable to you anyway. You can take all the profits in cash without fear of IRS attack.

Employee status or independent contractor?

As an employer, it is vitally important to determine if your workers are employees or independent contractors. If you treat them as independent contractors and don't withhold or pay employment taxes on payments to them, a later ruling by the IRS that you are really their employer can cost you a bundle in taxes, penalties, and interest.

The IRS recently issued three rulings that may shed some light on your own situation.

1. An engineer was provided to a company by a firm that furnishes skilled temporary employees to clients. The firm received a fee based on the number of hours worked. The engineer operated under his own business name, furnished his own equipment and supplies, and set his own hours. The IRS ruled that the engineer was an independent contractor (Ltr. Rul. 8830047).

2. A truck driver worked exclusively for one trucking firm, which paid him based on the number of miles driven. The firm provided the truck and all other equipment and supplies needed for each trip. The driver didn't have his own business and provided all services under the trucking firm's name. ''Employee'' ruled the IRS, holding that the trucking firm was responsible for all payroll taxes on wages paid to the driver (Ltr. Rul. 8830018).

3. An agency contracted with grocery stores to provide workers to demonstrate products in the stores. The agency paid the demonstrators at the end of each two- or three-day job, reimbursing any expenses they incurred. The workers were trained by the grocery stores — instructed as to what to wear, how to act on the job, what to say, etc. Because of the control maintained over the product demonstrators and their lack of financial interest in the business, the demonstrators were ruled to be employees.

To determine whether a worker is an employee or an independent contractor, the IRS considers all the facts and circumstances of the case. By reviewing these cases, you should pick up clues about how the IRS would rule regarding your workers. ☐

AMOA Expo '89
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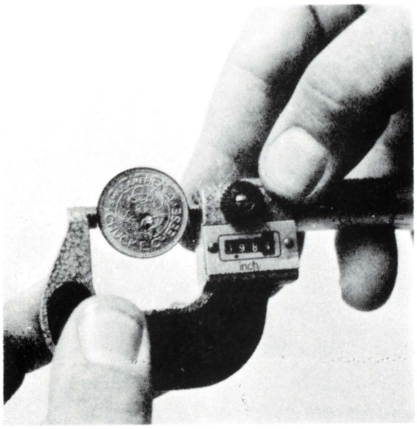

Quality control personnel at Hoffman & Hoffman checking diameter of token with micrometer

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The arcade business was flourishing

Play Meter's April 1979 issue was devoted to various aspects of arcade operation. Publisher/Editor Ralph Lally, in his editorial, said, "The success of the arcade business has shown exactly how much money an operator can make with his amusement machines. Arcade operators are amazed at how street operators can survive while giving away half (and sometimes even more) of their income to location owners."

Ralph suggested that street operators should view each location as a mini arcade, even if there was only one machine in the place. "With a little imagination and a bit of improvising, you can make the atmosphere in that location more attractive and thus stimulate more business for both you and the location owner."

Roger Sharpe's article, "Cleaning House," was an in-depth look at some problems inherent in arcades. He said, "Unfortunately, we're faced with a business predicated on the fact that most are in for the bottom line, and the reasoning is that if you're turning a good business without spending a lot on anything but equipment, then why bother to try and improve? And that's the trouble." He went on to offer suggestions for upgrading arcades. Of course, we are all aware that many inexperienced outsiders jumped into the industry around this time. But, a majority of their arcades were out of business, probably for reasons outlined by Roger.

Play Meter's coinman 10 years ago was Jon Daugherty, who at the time was a consultant for entrepreneurs interested in getting into the amusement center business. He had recently sold four arcades to Bally's Aladdin's Castle. Jon said that smaller operators had many advantages over national companies for opening arcades in mall locations. The one major disadvantage was guarantee of the lease.

The year 1979 was a big one for mall construction and operators were beginning to view the locations as prime space.

It was also a time when mall developers were interested in including amusement centers.

Nolan Bushnell, founder of Atari, was ready to launch his newest venture nationwide. When he resigned from Atari, he devoted all his efforts to Pizza Time Theatre, a new concept in family entertainment. His theory was to combine the popularity of pizza with coin-operated games and amusements, along with three dimensional, computer-controlled animals. The Pizza Time Theatre restaurants are now owned by ShowBiz Pizza.

In other news 10 years ago: AMOA began a legal fund and asked operators to contribute; New Jersey operators held a reorganizing meeting; BMI sued Harvard for failure to comply with the copyright licensing agreement; Walt Maner was promoted to executive secretary of the Michigan Tobacco and Candy Distributors and Vendors Association; representatives from nine national arcades met in Florida; Mondial purchased a 50 percent interest in a Swedish firm; Paul Jacobs was named president of Vectorbeam; Nathan Gottlieb, brother of D.Gottlieb & Co. founder David Gottlieb, died; Chuck Milhem was named president of The Valley Co.; Bally had the honor of being asked by the U.S. Department of Commerce Patent and Trademarks to exhibit at the National Inventors Show, the only game manufacturer to receive the honor; Bally set a new earnings record; Seeburg jukeboxes were featured in a fashion layout in the Chicago Sun Times; and AMOA had a record turnout at the Notre Dame seminars after two low-attendance years.

Pinball critic Roger Sharpe reviewed Atari's *Superman*, Stern's *Trident*, and Gottlieb's *Countdown*. All three received high marks.

The songs Play Meter rated as the top ten included: "What A Fool Believes," "Da Ya Think I'm Sexy," "Shake Your Groove Thing," "Tragedy," "I Will Survive," "I Just Fall In Love Again," "Heaven Knows," "Fire," "I Don't Know If It's Right," and "Sultans Of Swing."

Play Meter's New Products section included: Stern's *Trident*, Atari's *Video Pinball*, Allied Leisure's *Disco '79*, Computer Kinetics' *In Between*, Vectorbeam's *Speed Freak*, Atari's *Superman*, and Gottlieb's *Countdown*. ☐

NEW PRODUCTS

Lo Pro Cabinet

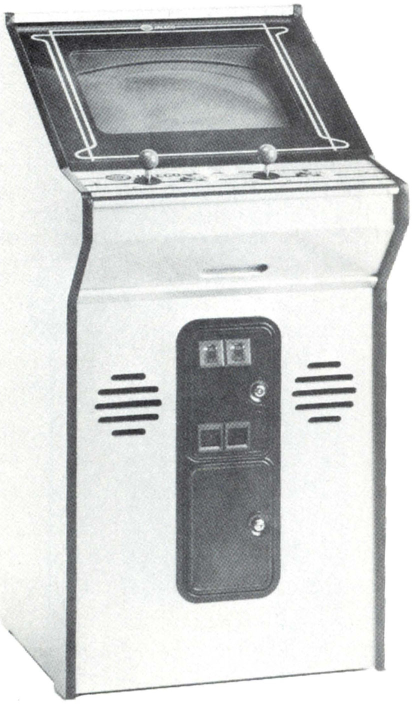
Jaleco USA has developed a line of lower profile cabinets with its four-foot high *Lo Pro*, a cabinet designed to provide operators with a better view of their gamerooms.

The *Lo Pro* cabinet offers the same visual impact of the usual standard upright cabinet because it offers a 19-inch, Wells-Gardner universal monitor. Since the monitor can be rotated, the *Lo Pro* converts from a horizontal display to a vertical display in a few minutes.

Exact measurements of the cabinet are 48 inches high by 30.25 inches deep by 24.50 inches wide. Weight is 187 pounds. Each cabinet contains the standard JAMMA cable and connectors, and is designed to be an easy conversion for most Japanese PCBs.

For more information, or distributor referral, write Jaleco USA, 5617 W. Howard, Niles, IL 60648; (312) 647-7077.

JALECO™



Super Off-Road

The Leland Corp. brings the fast moving, hard driving sport of off-road racing to the video game scene with its *Super Off-Road* driving game for one, two, or three racers.

Super Off-Road offers a total of eight different stadium tracks and a total of 16 configurations packed with mud holes, jumps, and authentic stadium-style obstacles. A special Convert-a-Credit feature allows drivers to add to their winnings by using credits as ''cash.'' Each additional quarter becomes $200,000 in game money.

Racers compete for the ''cash'' awards that can be exchanged for accessories at the *Super Off-Road* Speed Shop. These items include better shocks, tires, engines, and higher top speed. Players can also obtain nitro packs to help them blast over the jumps and through the mud.

The game is a collaborative effort of Leland and Ivan ''Ironman'' Stewart, a champion off-road racer. Game controls include three driving consoles, steering wheels, and gas pedals. Action is nonstop fender-bending and jump-to-jump fun.

For more information, or distributor referral, write The Leland Corp., 1841 Friendship Drive, El Cajon, CA 92020; (619) 562-7000.

Goliath

SMS Manufacturing adds a new super-size crane, the *Goliath*, to its current line of deluxe and economy model cranes.

Goliath is a 100 percent solid state crane that comes complete with light, music, and sound package. The viewing area is extra-large, offering a total of 29 cubic feet of space.

The game comes with either joystick or button controls, prize detection system, locking front wheels, and digital credit/timer, all in a sturdy plywood cabinet.

Goliath offers total adjustability. There are also unauthorized intrusion sensors and an alarm. Dimensions are 77.75 inches high, 35 inches wide, and 43.25 inches deep. A $1/$5 bill acceptor comes standard; a ticket dispenser is optional.

For more information, or distributor referral, write SMS Manufacturing Corp., 601 Prospect St., Lakewood, NJ 08701; (800) 221-0138 or in New Jersey (201) 370-3030.

GOLIATH
SKILL CRANE

VS. Platoon, Tough Turf

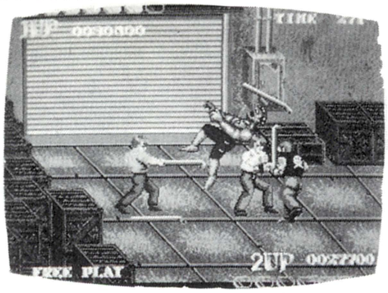
Sunsoft is helping fill the need for video kits with the debut of two new games, *VS. Platoon* and *Tough Turf.*

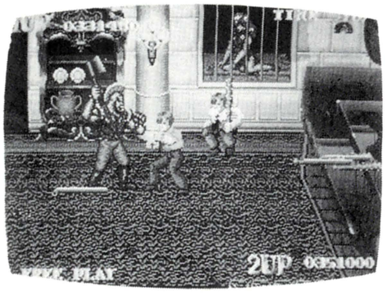
VS. Platoon is a conversion kit for any VS. Dual or UniSystem. Capturing the popularity of the Academy Award-winning movie of the same title, the game features four different levels. Players must traverse a jungle, 3D tunnel, bunker, and 3D jungle.

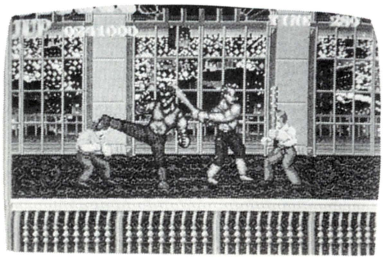
The kit includes an easy plug-in adaptor PCB, marquee header, and related instructions. The game has two, one megabit memory chips to expand the power of the UniSystem.

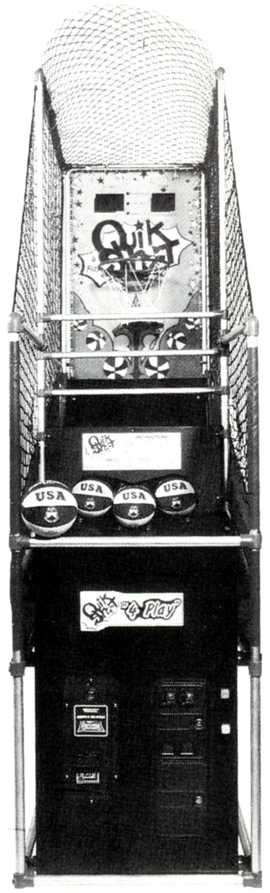
Tough Turf is a two-player, street-fighting game with eight levels of play. Up to six enemies can confront the players at one time. The buy-in feature means that players can continue where they left off in their battle with street toughs blocking their path. The horizontal monitor kit includes PCB, marquee, and control panel buttons.

For more information, or distributor referral, write Sunsoft, 925 A.E.C. Drive, Wood Dale, IL 60191; (312) 350-8800.









Quik Shot Four Player

Design Plus introduces a four-player edition of its *Quik Shot* basketball game that features all-steel construction and operator settings for coinage, game time, and points for bonus games.

Other features include fast ball return for no jam-ups, scoring up to 199 points, and a flashing high game score to encourage challenge matches. Options include bill acceptor, ticket dispenser, and crown top net that keeps balls from bouncing away from the playing area.

The game is narrow in width, has adjustable height, and can be easily moved. Two models are available: Standard measures 10 feet long by 31.5 inches wide with adjustable playing height of 8 feet 3 inches to 9 feet 6 inches; Compact measures 8 feet long by 31.5 inches wide and 7 feet by 10 inches high. The Compact model is ideal for smaller locations.

For more information, or distributor referral, write Design Plus Industries, 737 E. Marietta Ave., Peoria, IL 61614; (800) 541-1288 or (309) 682-9359.

MHA C1025 Cabinet

M.H. Associates has designed a video game cabinet, the *MHA C1025*, designed to withstand high volume usage.

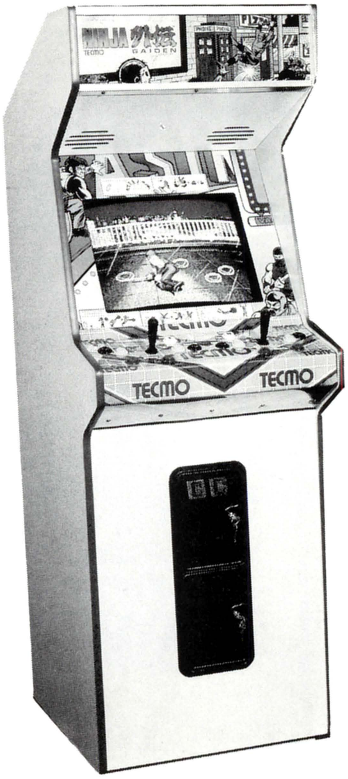
Special features include a truly secure "works-in-a-drawer" that comes as a standard and makes kit installation and game rotation easy. Longer kit life is insured with the 15-watt fluorescent light fixture and two cooling vents in each cabinet.

In addition, the one-piece, wraparound T-molding comes in a choice of colors. Cooling vents also accommodate power cord storage. Vertical or horizontal monitor rotation is possible.

A pre-punched steel control panel insures joystick and button layouts arranged for maximum playability and quick kit installation. The entire control panel is covered in a Lexan shield to give long cabinet life. Extra-large leg levelers and secure mounts offer stability.

M.H. provides a five-year warranty on the 12 amp power supply and 240 volt amp isolation transformer.

For more information, or distributor referral, write M.H. Associates Ltd., 4202 N. 14th Ave., Fargo, ND 58102; (800) 843-5487 or (701) 282-7877.



AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

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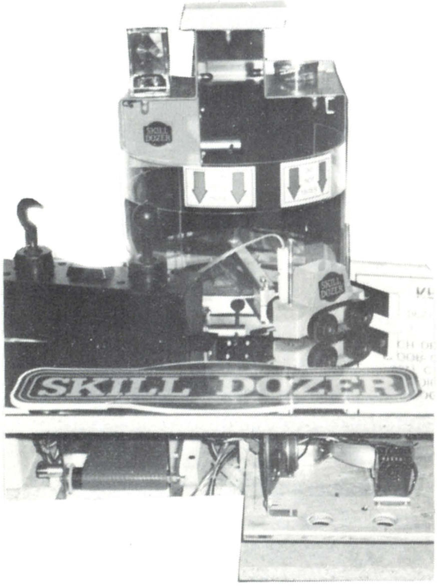
NEW PRODUCTS



Skill Dozer II Crane Kit

Kramer Mfg. has come up with a way to add new life to operators' double and triple cranes — the *Skill Dozer II Crane Kit*. The kit can be installed right at the location, with no cutting or mess involved.

The mech is taken out and replaced with the complete *Skill Dozer II Crane Kit*, which is self-contained and ready to operate. All that's needed is 30 minutes of your time. The unit can be turned back into a crane just as easily.

The kit fits *Big Choice, Bonori, Sonic*, or any double or triple crane with internal play floor dimensions of 29.25 inches deep and 23.25 inches wide. *Skill Dozer II* is also available as a dedicated game.

For more information, or distributor referral, write Kramer Mfg., 1100 Towbin Ave., Lakewood, NJ 08701; call (800) 631-2126 or (201) 367-7810 in New Jersey.

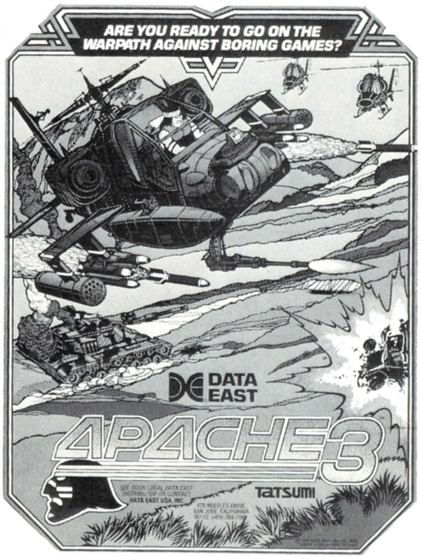
Big Hitter

Betson Enterprises introduces the latest in sports/novelty games: a coin-op driving range called *Big Hitter*. It offers durable ball housing with a secured ball system, lively sound effects, safety netting, operator adjustable pricing, and optional score card printing.

A large three-foot by five-foot backglass shows the percentage left or right of center, while the large digital displays show distance and high score. The size requirements are 14 feet by eight feet for the right- or left-handed model, and 14 feet by 13 feet for the deluxe right- *and* left-handed model. The height requirement is only 10 feet.

Big Hitter is ideal for indoor amusement centers, miniature golf locations, sports lounges, recreation and fitness centers, and golf pro shops.

For more information, or distributor referral, write Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; call (800) 524-2343 or (201) 440-2200 in New Jersey.


ARE YOU READY TO GO ON THE WARPATH AGAINST BORING GAMES?
DATA EAST
APACHE 3
TATSUMI

Apache 3

Data East debuts *Apache 3*, a dedicated upright video game that transports players directly into a lifelike battlefield.

Besides real-life combat action, *Apache 3* has 3-D-like graphics to give the player the experience of fighting through enemy military installations in a heavily-plated, combat-ready helicopter. Skillful maneuvering is needed to rescue the player's captured comrades.

The control panel has a configuration similar to that of a real helicopter. A two-axis controller moves both up and down and left and right. It also allows the player to fire machine guns and missiles. There's a turbo indicator that lights up; when it does, the player pushes the switch to make the helicopter go faster. *Apache 3* utilizes a 19-inch monitor.

For more information, or distributor referral, write Data East, 470 Needles Dr., San Jose, CA 95112; call (408) 286-7080.

Laser WallStar

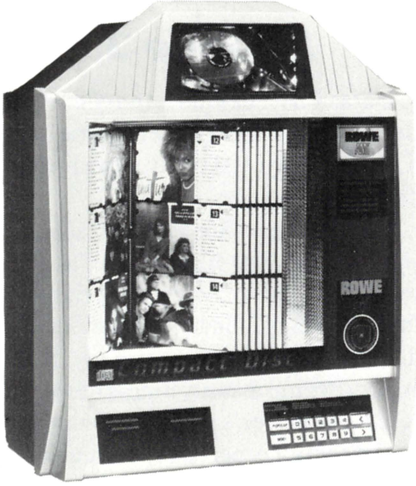
Rowe International has come out with an addition to its family of CD LaserStar jukeboxes— the Rowe *Laser WallStar*, a CD wallbox.

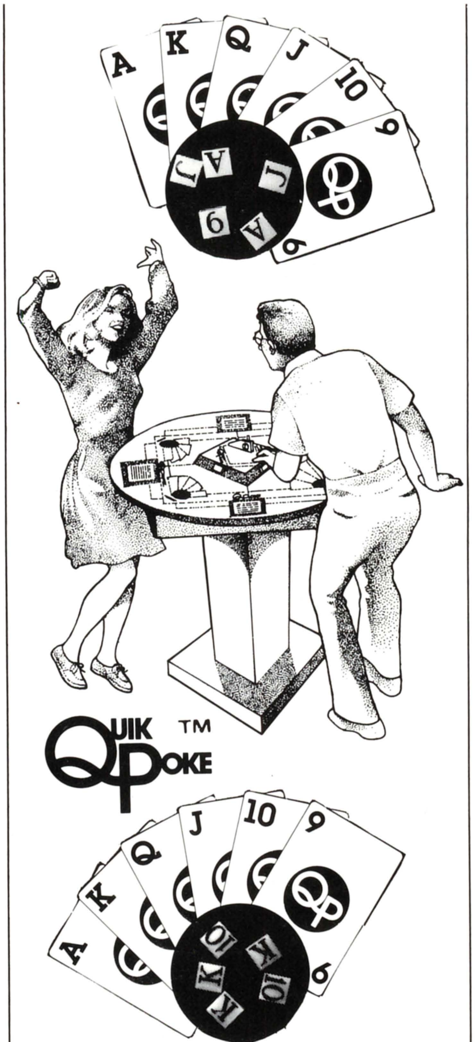
The high-tech, dramatic look includes a spinning-disc attract mode and side-opening for easy and full access. There's a choice of either 50 CD album covers/title strips or 6 CD album covers and up to 96 title strips (100 CD display).

The *Laser WallStar* can interface with the CD *Hideaway* or *LaserStar* jukeboxes. A CBA-II bill acceptor has a capacity for 500 $1/$5 bills, and the album cover pages turn automatically at the push of a button.

The approximate dimensions are 30-5/8 inches high, 26-3/8 inches wide, and 11.5 inches deep; the weight is 65 lbs.

For more information, or distributor referral, write Rowe International, 75 Troy Hills Rd., Whippany, NJ 07981; call (201) 887-0400.





Quik Poke

Valley Recreation Products presents *Quik Poke*, a fast-paced coin-op card game that allows one to four players to play for a single quarter.

After a quarter is inserted, the buttons light up— giving players only seconds to improve their hands and beat their opponents. *Quik Poke* is available in both upright and cocktail models.

Some of the features include: operator-adjustable time for length of play; game choices like Hi-Low or Liar's Poker; electro-mechanical design with off-the-shelf components; functionally-designed tempered glass top; a large, double-locked cash box; a three-piece, vinyl-covered cabinet; and a large base with adjustable leg levelers.

For more information, or distributor referral, write Valley Recreation Products, 333 Morton St., P.O. Box 656, Bay City, MI 48707; call (800) 248-2837 or (517) 892-4536.

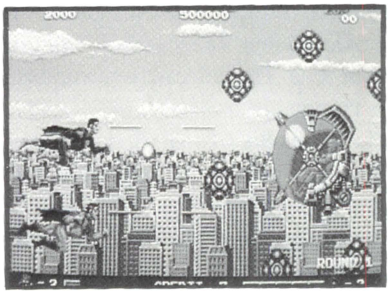
Superman

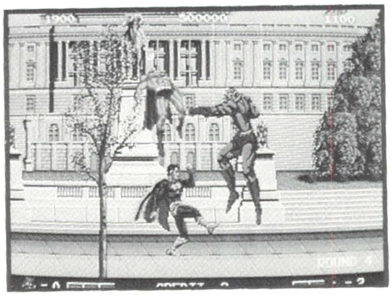
Taito America brings the Man of Steel to video with *Superman*, a horizontal kit that can be played by one or two players interactively. The second player can join the action at any time, and the players can stay in the game with Taito's "continue play" option.

A joystick moves Superman while walking or in flight, and two buttons are used to throw punches, kick, or emit Superman's "heat vision," a high-intensity laser that destroys everything in his path.

As Superman picks up various colored crystals, he is awarded with additional energy and such weapons as a "super blast punch" and "mass terminator." Cars, gasoline cans, etc., can be picked up and thrown at a host of alien warriors, including the evil Emperor Zaas. The game's many stages find Superman battling over New York, San Francisco, Washington, D.C., Las Vegas, and ultimately aboard the Alien Spacecraft and throne of Zaas.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Rd., Wheeling, IL 60090; call (312) 520-9280.





High quality choices to fill jumbo cranes

by Bonnie Theard

M
SUPER MARIO BROS.

L
SUPER MARIO BROS.

All those jumbo cranes that have hit the market lately need to be filled with inviting prizes that are perceived by the playing public as valuable and desirable. Our new prizes this month are just what the crane operator has been looking for.

Acme Premium Supply takes **Mario and Luigi** from the home video screen and brings them into your locations with plush versions that are sure to draw attention to your games.

Used in jumbo cranes or for trade-up prizes, these famous brothers come in six sizes ranging from eight inches up to 43 inches. Mario and Luigi are licensed items. For more details, contact Acme Premium Supply Corp., 4100 Forest Park, St. Louis, MO 63108; (314) 531-8880.

Rosette Inc. introduces a full house of **The Gamblers**, appealing plush card sharks chomping on little stogies. Choices include the Dealing Duck, Marker Mouse, Monkey Business, Pit Boss, and Poker Pete.

All are eight inches tall and come clad in striped shirts and brightly-colored pants with suspenders. For more details, contact Rosette Inc., P.O. Box 2325, Bala Cynwyd, PA 19004; (800) 426-6665 or (215) 668-8392.

Toy House brings us **Mountain Bears** and an **Animal Assortment**. The bears measure 13 inches tall and come dressed in similar hillbilly attire of felt hat, blue jeans, and vest in different colors.

The animal assortment includes six, seven-inch cuddlies: panda, elephant, raccoon, koala, bear, and dog. These are great filler items that never go out of style. For more details, contact Toy House, 612 N. Rampart St., New Orleans, LA 70112; (800) 343-9990 or (504) 524-8822.

[Editor's Note: All merchandise suppliers are reminded that listings in Merchandise Market are free; send in as often as you like. The late spring and early summer are ideal times to advise our readers of your newest pieces. Take advantage of this space. Send in by May 1 for a listing in our June issue.] □

TRADE ACCESSORIES

Tool kit

Hand Tool Industries has released a new stock line of soft-side, zipper-type tool kits. These kits are designed specifically for service engineers and technicians who service computers, data processing equipment, telephone systems, copiers, and other business equipment.

Each zipper kit features individual tool pockets for each of the service tools; some also have velcro closure pockets for spare parts and other small items. Several kits also have meter pockets with velcro snug-straps. They're all available in a brown, heavy-duty padded vinyl; many come in rugged cordura material.

For more information, write Richard Williams, Hand Tool Industries, 1933 Lake St., Kent, OH 44240; (800) 652-1234 or (800) 843-5588 in Ohio.

HTK-22

HTK-32

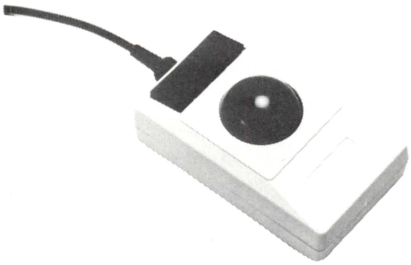
HTK-33

Precision trackball

Evergreen Systems International, a manufacturer of avionics and computer peripheral equipment, is offering a precision trackball designed to be used as an alternate input device to replace existing ''mice.''

The Diamond XX Trackball has the following features: a compact, all-in-one unit; direct plug-in replacement for all popular mice; RS232 serial trans/rec. lines; selective baud rate; dynamic resolution and emulation of Microsoft, Mousesystems, Logitech, and Summagraphics formats; optical encoders; and a choice for CAD/CAM, CAE graphics, word processors, and industrial controls users. The price is $270 for the 100-piece level; delivery is off-the-shelf.

For more information, write Robert Hulle, Evergreen Systems International, 31336 Via Colinas, Westlake Village, CA 91362; (818) 991-7835.



Display module

The Industrial Products Division of IEE announces the addition of a low-cost, five-by-seven dot matrix, two-by-twenty display to its FLIP line of vacuum fluorescent display modules. Designated as Model 3601-95-040, this ''no-frills'' FLIP is ideal for OEM applications such as pay telephones, copiers, point-of-sale terminals, and security systems.

The ultra-compact display module measures only five inches wide, two-and-a-quarter inches high, and 0.98 inches deep. The characters are 0.2 inches high. An on-board microprocessor controller handles all scan, refresh, and data I/O tasks, and only +5VDC power is required for operation.

The 3601-95-040 is priced at $92 each (quantities of 100); availability is four to six weeks ARO.

For more information, write IEE, Industrial Products Division Sales Office, 7740 Lemona Ave., Van Nuys, CA 91409; (818) 787-0311, ext. 418.

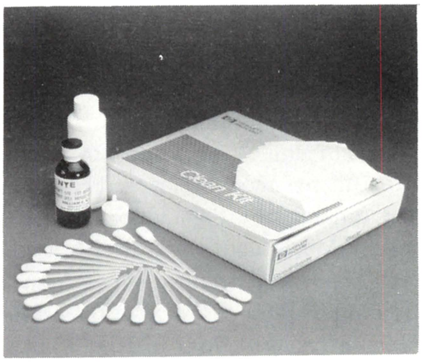
ULTRA-COMPACT 2x20
LOW-COST VF MODULE

Cleaning kit

Jensen Tools Inc. introduces a compact circuit board contact cleaning kit, ideal for field service teams. The kit contains a four-ounce bottle of Contact Cleaning Solution to dissolve tarnish and corrosion, a four-ounce bottle of Nyetact 518 for inhibiting corrosion, 20 plastic foam tip swabs, 50 low-lint cotton wipes, and instructions for use.

The cleaning kit is priced at $35.95. An optional, low-cost 30X illuminated microscope is also available.

For more information and a free catalog, write Jensen Tools Inc., 7815 S. 46th St., Phoenix, AZ 85044; (602) 968-6231.



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Computer graphics

"Computer Graphics and Animation for Corporate Video" is a new book published by Knowledge Industry Publications Inc. Written for the corporate video producer, computer graphic artist/animator, or production house executive, the book advises how to achieve memorable, persuasive and visually-superior corporate video programs.

Authors Stephen Wershing and Paul Singer give a brief history of the development of computer graphics in video. They also examine the latest tools, technology, and methods available for creating two- and three-dimensional image animation. The $45, 160-page book includes a bibliography and four plates of eye-catching color photos.

For more information, write Knowledge Industry Publications, 701 Westchester Ave., White Plains, NY 10604; (914) 328-9157.

Epoxy system

Master Bond Inc. has introduced a thermally-conductive, electrically-insulative epoxy system for casting, potting, and encapsulation applications. This system, named EP30AO, cures at room temperature or more rapidly at elevated temperatures. Its gel time at room temperature is 40 to 50 minutes, with a non-critical 5 to 1 mix ratio by weight.

Master Bond EP30AO has an exceptionally low viscosity and can be cast or potted in variable cross-section thickness. Shrinkage after cure is minimal. The cured expoxy is resistant to thermal cycling and many chemicals including water, oil. and most organic solvents. It's available in pint, quart, gallon, and five-gallon pail kits.

For more information, write James Brenner, Master Bond Inc., 154 Hobart St., Hackensack, NJ 07601; (201) 343-8983.

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TOP TEN

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Hot 100

TITLE	ARTIST	Label & Number/Distributing Label
1. Lost In Your Eyes	Debbie Gibson	Atlantic 7-88970
2. The Lover In Me	Sheena Easton	MCA 53416
3. Straight Up	Paula Abdul	Virgin 7-99256
4. The Living Years	Mike and the Mechanics	Atlantic 7-88964
5. You Got It (The Right Stuff)	New Kids On The Block	Columbia 38-08092
6. Wild Thing	Tone Loc	Delicious Vinyl 102/Island
7. What I Am	Edie Brickell & New Bohemians	Geffen 7-27696
8. Roni	Bobby Brown	MCA 53463
9. Surrender To Me	Ann Wilson and Robin Zander	Capitol 44288
10. Paradise City	Guns N' Roses	Geffen 7-27570

Country

TITLE	ARTIST	Label & Number/Distributing Label
1. I Still Believe In You	The Desert Rose Band	MCA/Curb 53454/MCA
2. Highway Robbery	Tanya Tucker	Capitol 44271
3. Don't You Ever Get Tired (Of Hurting Me)	Ronnie Milsap	RCA 8746-7
4. I Wish I Was Still In Your Dreams	Conway Twitty	MCA 53456
5. 'Til You Cry	Eddy Raven	RCA 8798-7
6. From A Jack To A King	Ricky Van Shelton	Columbia 38-08529/CBS
7. Honey I Dare You	Southern Pacific	Warner Bros. 7-27691
8. New Fool At An Old Game	Reba McEntire	MCA 53473
9. I Feel Fine	Sweethearts of the Rodeo	Columbia 38-08504/CBS
10. Baby's Gotten Good At Goodbye	George Strait	MCA 53486

Compact Discs

TITLE	ARTIST	Label & Number/Distributing Label
1. Mystery Girl	Roy Orbison	Virgin 2-91058
2. Traveling Wilburys	Traveling Wilburys	Wilbury 2-25796/Warner Bros.
3. Shooting Rubberbands at The Stars	Edie Brickell & New Bohemians	Geffen 2-24192
4. Electric Youth	Debbie Gibson	Atlantic 2-81932
5. Dylan & The Dead	Bob Dylan and The Greatful Dead	Columbia CK 45056
6. Watermark	Enya	Geffen 2-24233
7. Green	R.E.M.	Warner Bros. 2-25795
8. Giving You The Best That I Got	Anita Baker	Elektra 2-60827
9. Don't Tell A Soul	The Replacements	Sire 2-25831/Reprise
10. Don't Be Cruel	Bobby Brown	MCA MCAD 42185

Pop/Rock Albums

TITLE	ARTIST	Label & Number/Distributing Label
1. Don't Be Cruel	Bobby Brown	MCA 42185
2. Appetite For Destruction	Guns N' Roses	Geffen GHS 24148
3. Electric Youth	Debbie Gibson	Atlantic 81932
4. Traveling Wilburys	Traveling Wilburys	Wilbury 25796/Warner Bros.
5. Shooting Rubberbands At The Stars	Edie Brickell & New Bohemians	Geffen GHS 24192
6. G N'R Lies	Guns N' Roses	Geffen GHS 24198
7. Forever Your Girl	Paula Abdul	Virgin 90943
8. Hysteria	Def Leppard	Mercury 830 675 1/Polygram
9. Giving You The Best That I Got	Anita Baker	Elektra 60827
10. New Jersey	Bon Jovi	Mercury 836 345 1/Polygram

CLASSIFIED

PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. The deadline is one month before you want the ad to appear (example: August ad must be in by July 1). Send ad orders and payment to: PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184; FAX 504-488-7083. For more information, contact Ron Kogos (504) 488-7003.

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Cabal W/C	H2P	$CALL	Chopper 1	V1P	775
Double Dragon	H2P	795	Contra	V2P	500
Fighting Golf	H1P	830	Devastator	V2P	$CALL
Ghost & Goblin	H1P	295	Guerilla War W/C	V2P	750
Green Beret	H1P	195	Ikari Warrior W/C	V2P	495
P-47	H2P	940	1943	V2P	475
P.O.W.	H2P	995	Ninja Emaki	V1P	295
Pyros	H1P	585	Rally Bike	V1P	779
Shinobi	H1P	875	Revenge Of Do W/C	V1P	369
V Ball	H2P	885	Super Contra	V2P	895
Vigilante	H1P	575	Time Soldier	V2P	475
Twin Eagle	V2P	950	Twin Cobra W/C	V2P	815

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A3074AM3		5V10A/12V1A/–12V1A

SIZE: 50(W)×100(H)×140(D) mm N.W.: 0.6 KG
1.97 ×3.94 ×5.51 inch 1.32LB

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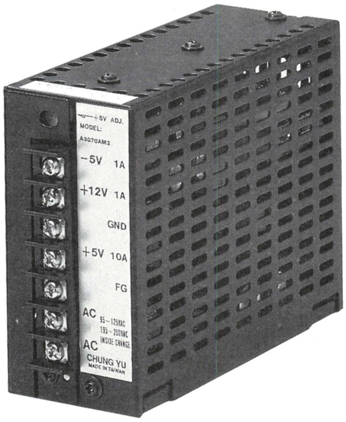
+5V ADJ.
MODEL:
A3070AM3
–5V 1A
+12V 1A
GND
+5V 10A
FG
AC
AC
INSIDE CHANGE
CHUNG YU
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7 A

10A

MODEL	AC IN	DC OUTPUT
A3055AJ3	95~125V or 195~250V	5V7A/12V1A/–5V1A
A3070AJ3		5V10A/12V1A/–5V1A
A3059AJ3		5V7A/12V1A/–12V1A
A3074AJ3		5V10A/12V1A/–12V1A

SIZE: 55(W)×106(H)×162(D) mm N.W.: 0.72 KG
2.17 ×4.17 ×6.38 inch 16LB

FLYBACK
ALUMINUM

+5V ADJ.
MODEL:
–5V 1A
+12V 1A
GND
+5V 10A
FG
AC
AC
INSIDE CHANGE
CHUNG YU
MADE IN TAIWAN

7 A

10A

MODEL	AC IN	DC OUTPUT
A3080AL3	95~125V or 195~250V	5V12A/12V1A/–5V1A
A3100AL3		5V15A/12V2A/–5V1A
A3120AL3		5V18A/12V2A/–5V1A

SIZE: 52(W)×124(H)×177(D) mm N.W.: 0.68 KG
2.05 ×4.88 ×6.97 inch 1.5LB

PWM
ALUMINUM

+12V2A
–5V1A
GND
GND
+5V15A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN R.O.C.
MODEL: A3100AL3

12A

15A

18A

MODEL	AC IN	DC OUTPUT
A3095AS3	95~125V or 195~250V	5V 12A/12V 2.5A/–5V1A
A3100AS3		5V 15A/12V 2A/–5V1A

SIZE: 50(W)×125(H)×156(D) mm N.W.: 0.67 KG
2 ×4.90 ×6.15 inch 1.5LB

PWM
ALUMINUM

MODEL: A3095AS3
CHUNG YU
+12V2.5A
–5V1A
GND
GND
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AC
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12A

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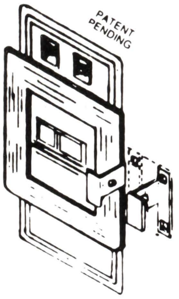

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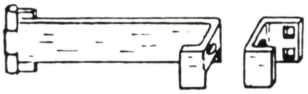

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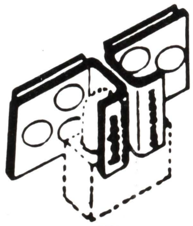

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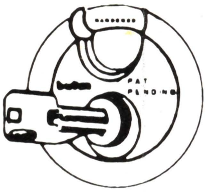

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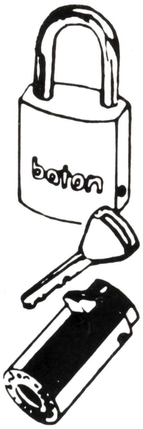

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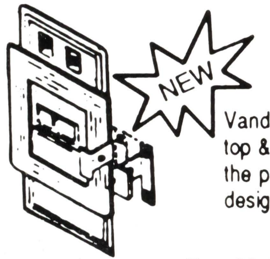

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THE CALENDAR

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Air Hockey U.S. Championships, Fame City, Houston, Tex. Contact Dynamo (817) 589-7699 or USAA (713) 523-3511; 988-2804.

April 7 8 9
Wisconsin Amusement and Music Operators (WAMO) Annual Dart Tournament, Olympia Resort, Oconomowoc, Wis. Contact WAMO (414) 529-4704.

April 16 17 18
Amusement and Music Operators Association (AMOA) Annual Government Affairs Conference, The Hyatt on Capitol Hill, Washington, D.C. Contact AMOA (312) 644-6610.

April 20 21 22 23
Florida Amusement and Vending Association (FAVA) Music and Games Convention, Omni Expo Center, Orlando, Fla. Contact Kathey Fanning (904) 878-3134.

April 21 22
Pacific Northwest Exposition '89, Red Lion Inn, Jantzen Beach, Porland, Ore. Contact Cheryl McCown (503) 343-6642 or Jim Markham (206) 256-8062.

May 3 4 5 6
AMOA National Dart Association (NDA) International Team Championships, Sahara Hotel, Las Vegas, Nev. Contact Joe Conway (414) 263-2444.

May 4 5 6
Ohio Coin Machine Association (OCMA) Annual Exhibit and Trade Show, State Fairgrounds, Day's Inn, Columbus, Ohio. Contact OCMA (312) 369-2406.

May 18 19 20 21
Wisconsin Amusement and Music Operators Association (WAMO) Spring Convention, The Abbey Resort, Lake Geneva, Wis. Contact WAMO (414) 529-4704.

May 19 20 21
Northeast Regional Amusement Machine Convention and Trade Show, Stevensville Country Club, Swan Lake, NY. Contact Curtiss Matterson (518) 439-0981.

May 26 27 28 29
BullShooter IV World Challenge of Champions International Dart Championship, O'Hare Expo, Chicago. Contact Arachnid, (800) 435-8319 or (815) 654-0212.

May 27 28 29 30 31 June 1 2 3 4
Valley National Eight-Ball Association (VNEA) Pool Championship, Riviera Hotel, Las Vegas, Nev. Contact Gregg Elliott, (800) 544-1346 or (517) 893-1800.

June 9 10
Amusement and Music Operators of Virginia (AMOV) Annual Meeting and Show, Fort Magurdes Inn and Conference Center, Williamsburg, Va. Contact AMOV (804) 262-9283.

June 9 10 11
Illinois Coin Machine Operators Association (ICMOA) Annual Meeting and Trade Show, Clock Tower Resort, Rockford, Ill. Contact ICMOA (312) 369-2406.

July 20 22
Sixth Annual Billiard Congress of America International Trade Show, Nashville Convention Center. Contact Continental Productions, (619) 278-3877.

July 21 22
Pennsylvania Amusement and Music Machine Association (PAMMA) Annual Meeting and Trade Show, Seven Springs Mountain Resort, Champion, Pa. Contact PAMMA (717) 232-5322.

August 18 19 20
Amusement and Music Operators of Tennessee Annual Meeting and Trade Show, Nashville, Tenn. Contact Gordon Archibald (901) 377-3525.

August 24 25 26
Wisconsin Amusement and Music Operators (WAMO) Fall Conference, Civic Center Inn, Eau Claire, Wis. Contact WAMO (414) 529-4704.

September 11 12 13
Amusement and Music Operators Association (AMOA) Expo '89, Las Vegas Convention Center, Las Vegas Hilton. Contact AMOA (312) 644-6610.

September 21 22 23
Michigan Coin Machine Operators Association (MCMOA) Annual Exhibit and Trade Show, Clarion Hotel, Lansing, Mich. Contact MCMOA (517) 372-2323.

September 21 22 23
West Virginia Music and Vending Association (WVMVA) Annual Meeting and Show, Gateway Holiday Inn, Barbersville, W. Va. Contact WVMVA (304) 949-3289.

October 12 13 14 15
National Automatic Merchandising Association (NAMA) National Convention and Exhibit of Vending and Foodservice Management, McCormick Place, Chicago, IL. Contact NAMA (312) 346-0370.

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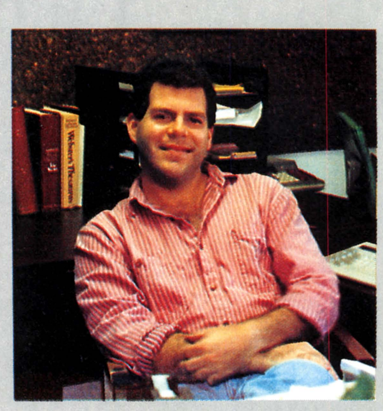
Thanks, but I'm a big boy now



Item: The city of Long Beach, Calif., has a quasi-legislative body that calls itself— get this — the Quality of Life Committee. Composed of members from the Long Beach City Council, this group recently issued a recommendation that would've effectively banned video games in retail and commercial outlets, with the exception of restaurants and bars.

It seems that QLC member Clarence Smith, ever watchful of vices that might corrupt the city's inhabitants, feared that youths would solicit quarters from drug pushers in an attempt to feed their insatiable thirst for video. I can see this scene being played out in arcades across Long Beach: "Hey dude, I just spent my last quarter on *Double Dragon*! I gotta play one more game, I gotta! Do I want you to lend me 25 cents? No way; I'll just go around the corner and act as a drug lookout for Mr. Pusher! He'll give me the quarter. After all, that makes more sense than borrowing it from you, my 14-year-old next-door neighbor!"

Mr. Smith obviously skipped a few steps in his analytical processes to reach the conclusion he did. If Long Beach must have a Quality of Life Committee, may I suggest that it encourage positive things *to do*, instead of things its citizens should refrain *from doing*? Take it from me: to improve your quality of life, listen to jazz, take in a few Woody Allen movies, drink red Rhone wines, and eat plenty of oysters and crawfish.

Item: The powers-that-be in Saugus, Mass. (they call themselves "selectmen"), voted down a proposal that would've allowed a few dozen video games and a jukebox to be put in a new restaurant there. They were worried about the harmful effect the games would have on patrons and apparently the city itself; why else would Selectman Peter Manoogian say, "I'm not convinced it's the theme that's right for this town."

Item: A Virginia businessman wishing to open an arcade within a shopping center is meeting opposition because of the crowd it'll attract: beer-drinking, hell-raising teens. Whose opposing the arcade? The clergy, MADD, or Citizens Against Hell-Raising? Nooo sir! Try the owner of a billiard parlour within the same shopping mall.

This guy says he runs a family-oriented place, and we all know what sort of people are attracted to *video arcades*. Wouldn't have anything to do with the new competition, would it?

The above items are just a sampling of the news clips that cross my desk every day. And every day, having read them, I shake my head and mutter to myself: what gets into the brains of these people?

The restaurant owner in Saugus probably wanted to add that little something extra to draw customers into his place. So what? What's wrong with a little post-meal video? Do the selectmen have studies proving that video hampers digestion, or that two games make customers lose their grip on alcohol consumption? "What a fun game! I'll have a pitcher of beer and two vodka martinis!" Come now.

The Virginia item, meanwhile, is the height of hypocrisy. Here's the owner of a billiard parlour, which I don't doubt to be family-oriented, fighting the establishment of an arcade near his location. I'll bet before he opened he had to defend himself against irrational protests, too. "We don't want any *pool hall* in our shopping center! Ain't nothin' but hustlers and bums hang out there!"

Yet when the time came to help a fellow businessman, he turned knee-jerk and rose in opposition. Rather than help quell the usual anti-video tide, he added fuel to it.

To all city councilmen, selectmen, aldermen, dog-catchers, or anyone else entrusted with making laws: concern yourself with *real problems* facing your communities. This country certainly has more troublesome matters to deal with than *video games*. We in the coin-op amusement industry are here to provide entertainment. That's our bottom line; there's nothing sinister lurking underneath.

I'm a big boy now. Let me decide which toys to play with. I promise I won't hurt myself. ☐

Christopher Caire

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News Editor

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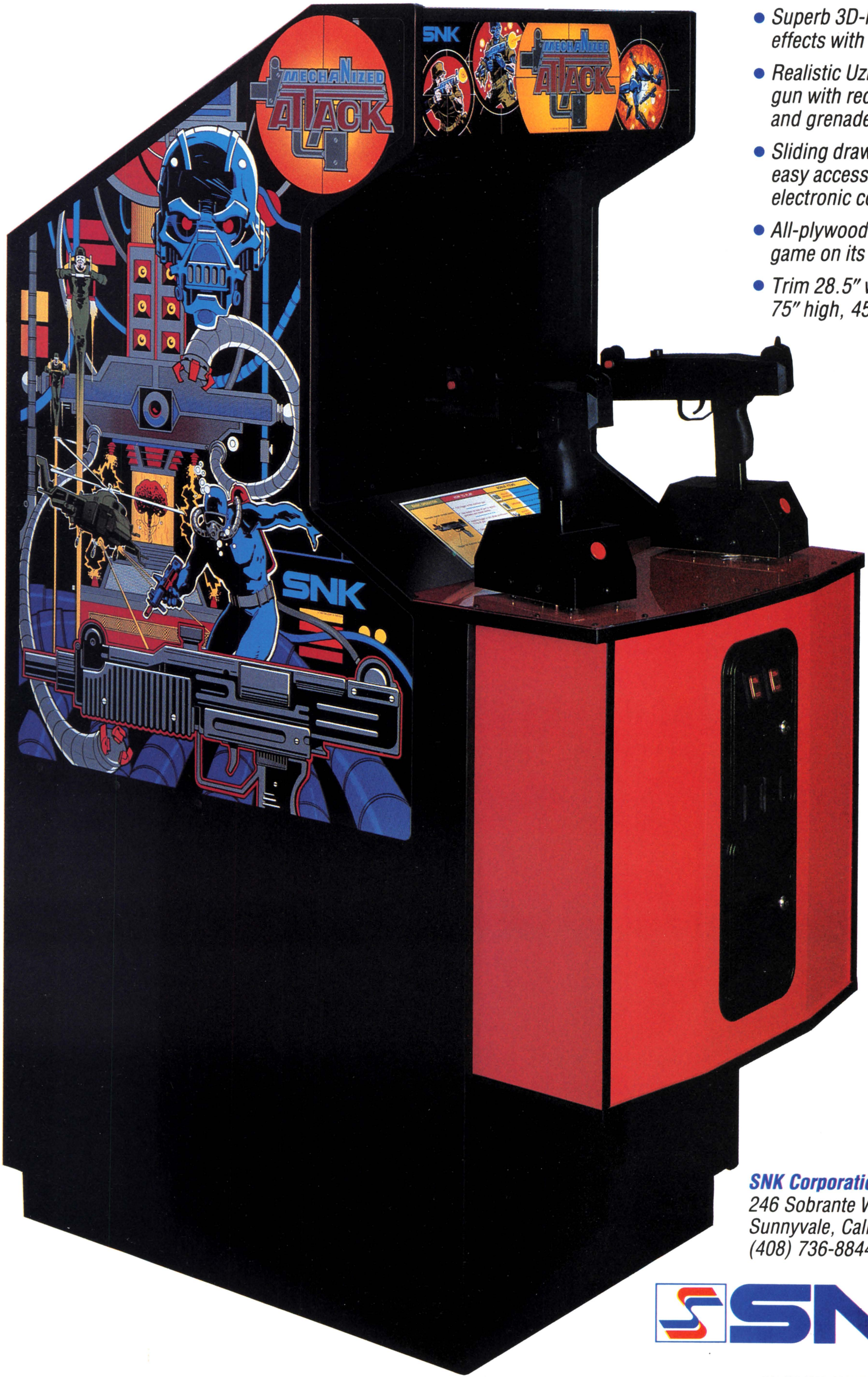

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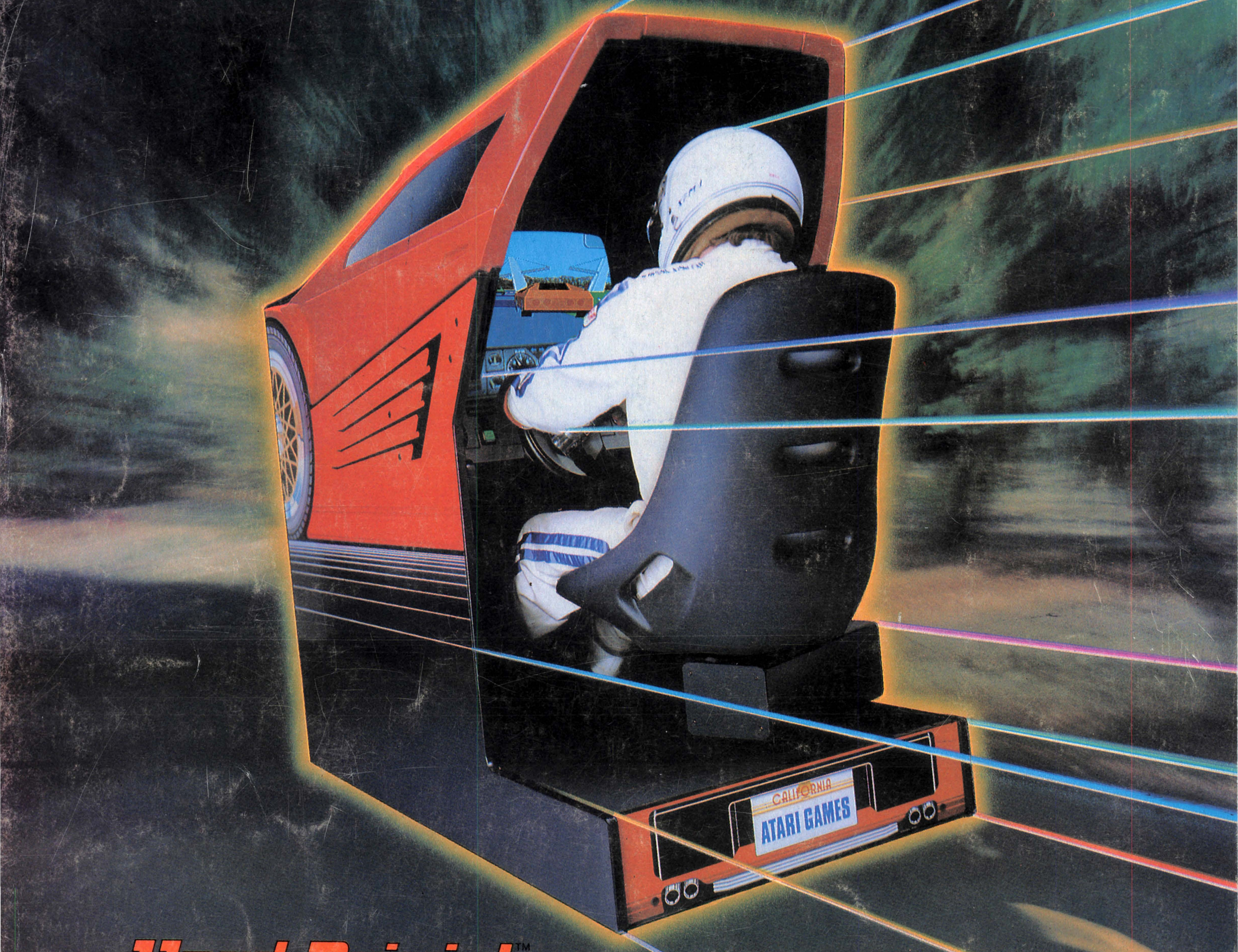

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